

## MEDIA FACT SHEET


### EVENT BRIEF

National Day Heartland Celebrations 2025 @ Central Singapore		
Date	:	Saturday, 10 August 2025
Time	:	4.00pm to 9.00pm
Venue	:	Open field beside Bishan Junction 8
Expected Crowd Size	:	40,000

### EVENT THEME: NURTURING COMMUNITIES, SHAPING TOMORROW



The theme "*Nurturing Communities, Shaping Tomorrow*" for the National Day Heartland Celebrations 2025 @ Central Singapore reflects our ongoing commitment to strengthening community engagement and charting our collective journey towards building a shared future through care, contribution and connection. The celebrations bring people together to appreciate our diversity and strengthen the bonds that unite us.

### EVENT HIGHLIGHTS

<p><b>Nurturing Care: 60 Stories, 1 Heart</b></p> 	<ol style="list-style-type: none"> <li>60 Stories, 1 Heart celebrates Singapore's community champions across generations — from Pioneers to Community Heroes. Through 60 inspiring stories of care, transformation, and connection, this installation brings together the shared Singapore spirit, forming one heart that shapes our nation.</li> <li>Participants can explore 60 inspiring stories through audio and visual displays that reflect how these champions have made extraordinary contributions — bridging cultural differences, transforming neighbourhoods, and enriching lives.</li> <li>The installation highlights how the Singapore spirit surrounds us every day, continuing to unite, uplift, and strengthen bonds across the country. It also inspires Singaporeans to step forward, care</li> </ol>
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	for one another, and build a more connected and resilient society.
<p><b>Nurturing Contribution: Thumbs Up for SG60!</b></p> 	<ol style="list-style-type: none"> <li>Thumbs Up for SG60 invites all Singaporeans to leave their “thumbprint” on a vibrant map of Singapore, creating a powerful collective pledge to a United Singapore.</li> <li>Over 6,000 participants will add their coloured thumbprint stickers to the giant map, each representing one of the five stars on the national flag: Democracy, Justice, Peace, Progress, and Equality. These values continue to guide and unite the nation.</li> <li>This colourful mosaic forms a tapestry of unity, shared values, and national pride—visually expressing the personal pledges of Singaporeans from all walks of life to build a more inclusive and united future.</li> </ol>
<p><b>Nurturing Connection: ConnectSG: The People's Puzzle</b></p> 	<ol style="list-style-type: none"> <li>ConnectSG: The People’s Puzzle is an interactive installation celebrating connection, unity, and community spirit by inviting 600 Singaporeans to participate in a symbolic activity. Each participant receives half of a red or white SG60 puzzle piece and seeks their matching counterpart to complete the puzzle.</li> <li>As pairs find each other, they will fit their completed pieces into a large SG60 puzzle structure, forming a powerful visual mosaic that symbolises new friendships, meaningful interactions, and a shared sense of purpose</li> <li>More than just a fun encounter, this experience embodies our commitment to nurturing meaningful connections and building a more united, resilient Singapore.</li> </ol>

- SAF Booths and Mobile Column
- Red Lions
- PAssionArts Village
- Fireworks and Drones Display



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## OTHER INFORMATION

Organising Committee : Grassroots Organisations in Central Singapore District

Time spent to prepare for the event : About 6 months (since March 2025)

Ticketing : Free tickets are available at all Community Clubs/Centres (CCs) in Central Singapore District on a first-come, first-served basis, while stocks last.

Official Facebook : [www.facebook.com/centralsgndc](https://www.facebook.com/centralsgndc)

Official Instagram : @centralsgndc

Official Hashtag : #NDHeartlandCentralSingapore

## KEY CONTACTS FOR MEDIA QUERIES

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Community Development Manager	Community Development Manager
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## MEDIA FACT SHEET

### EVENT BRIEF

#### National Day Heartland Celebrations 2025 @ North East

Date	:	Sunday, 10 August 2025
Time	:	4.00pm to 9.00pm
Venue	:	Open field beside One Punggol
Expected Crowd Size	:	35,000

### EVENT THEME: One Hope

Tagline: “Celebrating our Collective Aspiration towards a better Tomorrow”

Themed “**One Hope**,” the celebration transforms our heartlands with light, symbolising hope and unity as communities come together, illuminating our shared journey towards a brighter, more connected future. Through dazzling displays, we honour our resilience and collective spirit. This event celebrates the bond and togetherness of North East residents. Featuring music, arts, sports, and other engaging activities, it will bring people from all walks of life together. The event aims to strengthen family and community bonds, capturing moments of joy and laughter while showcasing the rich tapestry of traditions and cultures that define North East. This celebration also highlights the talents and achievements of our community, showcasing the diverse strengths and contributions of our residents. Join us as we celebrate our shared community and illuminate the hopes, dreams and stories that reflect our unity, resilience, and collective journey towards a brighter tomorrow.

### EVENT HIGHLIGHTS

<u>Largest SG60 Lollipop Structure to be featured in the SG book of records</u>	As part of this year’s National Day heartland celebrations, residents can look forward to a record-breaking sweet treat, the unveiling of the largest SG60 structure made entirely of lollipops, set to enter the Singapore Book of Records. This vibrant and colourful display not only celebrates Singapore’s 60th year of independence but also showcases the unity and creativity of our heartland communities. Built with thousands of lollipops contributed by residents and volunteers, the towering structure serves as a symbol of togetherness and national pride, adding a unique and festive highlight to the heartland celebrations.
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<u>Sky lanterns painted by Northeast Residents</u>	<p>As we come together to celebrate our nation's birthday, we rally the community to do good together. This celebration will feature a heartfelt tribute, where each lantern reflects our residents' hopes and aspirations for Singapore, showcasing how art has the power to unite communities, inspire pride, and express a shared spirit of hope as we mark SG60. By bringing people from all walks of life together, we spark new friendships and celebrate the kampung spirit that makes us uniquely Singapore.</p>
<u>Lighting Up Hope: Residents Unite with Recycled Bottles for a Good Cause</u>	<p>In the spirit of National Day, residents from all walks of life came together to create glowing displays of unity and hope using lighted recycled bottles as their canvas. Each bottle, lovingly decorated and adorned with heartfelt messages, represents not only personal wishes for Singapore's future but also the power of community coming together.</p> <p>For each resident who has donated to Shaping Hearts on-site, they will be given a recycled bottle with fairy lights. They could decorate the bottles, pen down their well wishes and placed it on the "HOPE" structure. All donations go towards supporting inclusive arts and the special needs community. In this way, residents are not only lighting up their neighbourhood but also unlocking real change one bottle, one message, one act of kindness at a time.</p>
<u>Northeast Showcase: Where Interest Ignite</u>	<p>Showcasing the rich tapestry of North East's cultural heritage, community partners, volunteers, and residents with diverse talents and shared passions come together under the evening lights to commemorate Singapore's birthday through interactive demonstrations, traditional arts, and hands-on workshops. Seniors, families and youth share their talents and interests while fostering deeper cross-cultural understanding. This meaningful exchange of arts and traditions creates lasting connections, enriching our community life as residents learn from and inspire one another.</p>
<u>Voices of Hope: Project Mapping</u>	<p>As part of Singapore's 60<sup>th</sup> National Day Celebrations, the voices of hope grand finale will feature a spectacular drone show choreographed by SIT Students, lighting up the night sky. Hundreds of drones will form iconic symbols such as</p>



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	SG60, the crescent moon, and five stars, reflecting the nation's shared aspirations, unity and future. This mesmerising showcase on 10 <sup>th</sup> August represents the hopes and visions of Singapore's youth, transforming individual visions into a unified expression of heartland spirit. Designed to bridge generations, the display connects the nation's pioneering past with its dynamic future, reminding all Singaporeans of our shared journey forward.
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## OTHER INFORMATION

Organising Committee	: North East District
Time spent to prepare for the event	: About 5 months (since April 2025)
Ticketing	: Free tickets are available at all Community Clubs/Centres (CCs) in North East District on a first-come, first-served basis, while stocks last.
Official Facebook	: All FB accounts in North East District
Official Instagram	: All IG accounts in North East District
Official Hashtag	: #OneHope

## KEY CONTACTS FOR MEDIA QUERIES

<b>Louis Tan</b> Group Constituency Director Email: louis_tan@pa.gov.sg	<b>Ram Shanker</b> Senior Manager (Communications) Email: Ram_Shanker@pa.gov.sg
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## ABOUT PEOPLE'S ASSOCIATION

The People's Association (PA) was set up on 1 July 1960. As a statutory board under the Ministry of Culture, Community and Youth, our mission is to spark and nurture community participation for a caring and united Singapore.

We create opportunities for people of all walks of life to connect, contribute and care for the community, through our wide network of grassroots organisations, community



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centres/clubs, Community Development Councils and the National Community Leadership Institute. More about us at [www.pa.gov.sg](http://www.pa.gov.sg).

## MEDIA FACT SHEET

### EVENT BRIEF

National Day Heartland Celebrations 2025 @ North West		
Date	:	Saturday, 10 August 2025
Time	:	4.00pm to 9.00pm
Venue	:	Open Field beside FutsalArena @ Yishun
Expected Crowd Size	:	40,000 residents

### EVENT THEME: Heartbeat of Our North West

*Tagline: In every beat, a shared dream*

At the National Day Heartland Celebrations 2025 @ North West, residents will come together to celebrate the collective rhythm of our community where every act of service, every gathering, and every shared experience contributes to the heartbeat that keeps North West strong and united.

This year's celebration highlights the importance of service, inclusivity, and shared identity and all of which bring meaning to our everyday lives and deepen our sense of belonging.

As part of the celebration, residents will be invited to participate in the "Pledge to Serve @ North West" campaign, pledging their time and effort to contribute meaningfully to the community.

Demonstrating our spirit of inclusivity, less privileged residents will be specially invited to join the festivities, hosted by students and volunteers from the community. This effort reflects our belief that everyone, regardless of background, has a place in our celebrations.




Adding a creative dimension to the event, resident-created art installations will showcase 4 iconic landmarks from respective GRC in North West. These artworks, co-created through workshops with students, volunteers, and community partners, reflect the places we hold dear whilst turning familiar spaces into symbols of shared memory and identity.





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## EVENT HIGHLIGHTS

<p><u>Pledge to Serve @ North West</u></p> 	<p>The celebration continues to spotlight our culture of giving with the “Pledge to Serve @ North West” campaign. Residents will be encouraged to pledge their time towards community service, with a live LED display tracking the collective number of hours pledged. This visual showcase serves as a powerful reminder that every act of service, no matter how small, contributes to the heartbeat of our district. The campaign reflects our shared belief that service begins with each of us and grows stronger together.</p>
<p><u>A Space for All</u></p> 	<p>In line with our commitment to inclusivity, the event will extend special invitations to underprivileged residents, who will be warmly hosted by students and community volunteers. This gesture affirms our belief that everyone deserves to be part of the nation’s celebration, and highlights the spirit of care and kindness that anchors the North West community. Through these acts of welcome, we show that unity is not just spoken but lived.</p>
<p><u>Art Installations</u></p> 	<p>Adding a creative and collaborative touch to the celebration, art installations inspired by iconic landmarks of each GRC in North West will be unveiled. These pieces are co-created through community workshops involving students, residents, and volunteers where each installation a reflection of the places we hold dear. From design to finishing touches, the artworks tell the story of our shared spaces and memories, and serve as powerful symbols of identity, collaboration, and pride.</p>

## OTHER INFORMATION

- Organising Committee : Grassroots Organisations in North West District
- Time spent to prepare for the event : About 5 months (since April 2025)
- Ticketing : Free tickets are available at all Community Clubs/Centres (CCs) in North West District on a first-come, first-served basis, limited to 2 tickets per person, while stocks last.
- Official Facebook : All FB accounts in North West District
- Official Instagram : All IG accounts in North West District



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Official Hashtag : *#NWHeartbeat*

#### KEY CONTACTS FOR MEDIA QUERIES

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## MEDIA FACT SHEET

### EVENT BRIEF


National Day Heartland Celebrations 2025 @ South East		
Date	:	Saturday, 10 August 2025
Time	:	4.00pm to 9.00pm
Venue	:	Open field next to Wisma Geylang Serai (WGS)
Expected Crowd Size	:	30,000

### EVENT THEME: Bridging Generations, Stronger Together

The National Day Heartland Celebrations @ South East 2025 celebrates the district's rich heritage, from Joo Chiat's Peranakan shophouses to Geylang Serai's cultural vibrancy, Bedok's community bonds, and Marine Parade's seaside legacy.

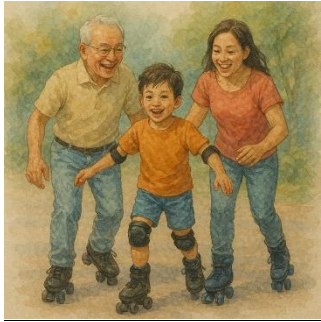

Themed "**Bridging Generations, Stronger Together**", this celebration embodies the enduring kampong spirit, where inter-generational mentorship, family bonds, and cross-cultural neighbourly care create a community that roars with colour, culture, and unity.

### EVENT HIGHLIGHTS

<p><u>Red Dot Dash: A Charity Challenge</u></p> 	<p>The activity brings residents from all walks of life together in a heartwarming display of community spirit, where beneficiaries demonstrate remarkable resilience alongside their neighbours.</p> <p>From navigating physical challenges to supporting one another through each station, participants showcase the power of unity as families, volunteers, and beneficiaries overcome obstacles together – proving that every barrier becomes manageable when faced as one community</p> <p>Every registration fee goes towards supporting SPD in their vital mission of empowering Singaporeans with disabilities. Through this activity, our community transforms physical</p>
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	<p>challenges into lasting positive change, making a real difference in the lives of our neighbours.</p>
<p><u>Rink of Light</u></p> 	<p>The Rink of Light transforms into a magical space where three generations glide as one, sharing laughter and stories beneath twinkling lights. Here, every roll and turn weaves deeper bonds between loved ones.</p> <p>As classic oldies blend seamlessly with modern hits, the roller-skating rink becomes more than just a recreational space—it's where a grandmother teaches her grandchild the moves she once perfected in her youth, where parents share stories of their skating days, and where families create new memories while rolling to the rhythm of both yesterday and today.</p> <p>More than just a skating rink, this is where family bonds strengthen with each lap, where wisdom passes from one generation to the next, and where precious moments of connection bloom into lasting memories</p>
<p><u>Heritage in Harmony</u></p> 	<p>In this vibrant creative space, families come together to reimagine Singapore's iconic landmarks through the joyful mess of finger painting and the intricate patterns of batik art.</p> <p>Watch as grandparents guide little hands in traditional batik techniques, parents and children collaborate on colourful interpretations of the Merlion or Marina Bay Sands, and neighbours share stories of how these landmarks have evolved through time.</p> <p>Each artwork becomes a cherished piece of family history,</p>



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	blending traditional artistic methods with modern interpretations of our city's most beloved symbols.
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## OTHER INFORMATION

Organising Committee : Grassroots Organisations in South East District

Time spent to prepare for the event : About 5 months (since March 2025)

Ticketing : Free tickets are available at all Community Clubs/ Centres (CCs) in the South East District on a first-come, first-served basis, while stocks last.

Official Facebook : [go.gov.sg/ndhc25se](https://go.gov.sg/ndhc25se)

Official Instagram : @southeastcelebrates

Official Hashtag : #NDHC25SouthEast

## KEY CONTACTS FOR MEDIA QUERIES

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## MEDIA FACT SHEET

### EVENT BRIEF

National Day Heartland Celebrations 2025 @ South West		
Date	:	Sunday, 10 August 2025
Time	:	4.00pm to 9.00pm
Venue	:	Bukit Gombak ActiveSG Stadium
Expected Crowd Size	:	25,000

### EVENT THEME: Together We Shine and Spark

As we mark SG60, South West honours our residents as the shining gems lighting the way forward. Through shared stories, talents and actions, we showcase how each person connects, contributes and shows care to build the vibrant canvas of our South West community.

### EVENT HIGHLIGHTS

<u>Ignite the Hope, Extend the Glow</u>	<p>An interactive light installation where residents design their very own personalised LED floating lanterns. As we work towards our goal of 6,000 lanterns to break the Singapore Book of Records of “Largest Display of Floating Lanterns”, every light adds to this living artwork, illustrating the power of collective action.</p> <p>Participants can witness the waterfront transform as more lanterns join the display, creating a mesmerising reflection of our community's shared dreams.</p> <p>This evolving installation shows how small and individual contributions can create extraordinary impact when we come together.</p>
<u>South West Neighbourhood Town Centre</u>	<p>Residents may tour a reimagined mini-Neighbourhood Town Centre and hear from Community Volunteers (CV) on local ground-up community programmes which they initiated. Residents may sign up as volunteers to help out at either the initiatives profiled or upcoming grassroots programmes. They</p>



	<p>can also share their ideas on how they could do more to help the community.</p> <p>One of the initiatives profiled will be the “Barbershop of Kindness”, where volunteer hairstylists share their expertise to make a lasting difference. These dedicated volunteers offer free grooming services to senior residents who may face mobility or financial constraints. Each session represents a meaningful contribution to our community's wellbeing, demonstrating that everyone has something valuable to contribute - whether it is professional expertise, time, or simply a caring heart.</p>
<u>Gems of South West</u>	<p>A special collaboration with one of our Gems – Lee Jun Le, an extraordinary 18-year-old artist from Jurong who is on the autism spectrum. His unique perspective brings our community to life through art. Jun Le’s distinctive artwork and custom-designed font will be printed on souvenirs for participants. His story exemplifies the true spirit of community, showcasing how individual contributions, whatever form they take, help build a more inclusive and vibrant community for all.</p>
<u>Symphony of Us, One South West</u>	<p>To celebrate our rich legacy of community spirit and neighbourliness, we are producing a uniquely South West community music video, featuring our own heartfelt rendition of the iconic National Day song “Home”.</p> <p>The music video will spotlight everyday heroes – hawkers, bus captains, caregivers, cleaners, students, and volunteers – celebrated as Gems of South West, showcasing how these “ordinary” individuals form the heartbeat of our community.</p> <p>Residents may also submit videos of them singing “Home” prior to the event. By weaving separate residents’ clips into a single track, we celebrate the enduring spirit of neighbourliness and unity across generations that makes South West, truly Home.</p> <p>The music video will premiere at the event finale as a meaningful highlight of our community’s voices and stories.</p>



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<u>Digital Treasure Hunt</u> <u>“Hidden Gems of</u> <u>Southwest” &amp; Other</u> <u>Activities</u>	<p>To incorporate a fun element and encourage attendees to explore all the engagement booths, residents may partake in a digital Treasure Hunt Game where they have to find Hidden Gems amidst the booths to stand a chance to win amazing prizes.</p> <p>Other activities include:</p> <ol style="list-style-type: none"><li>1) Educational/interactive exhibitions and activities such as PA Chingay Costumes Try-out Photo Booth, DIY Lino Printing Craft, SportSG Sports Tryouts and Skillsfuture SG Informative Game Booth.</li><li>2) Kidztopia’s Bouncy Castle for the little ones alongside fun-filled carnival games suitable for all ages to enjoy the celebrations to the fullest.</li></ol>
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#### OTHER INFORMATION

Organising Committee	: Grassroots Organisations in South West District
Time spent to prepare for the event	: About 5 months (since April 2025)
Ticketing	: Free tickets are available at all Community Clubs/Centres (CCs) in South West District on a first-come, first-served basis, while stocks last.
Official Facebook	: All FB accounts in South West District
Official Instagram	: All IG accounts in South West District
Official Hashtag	: #TgtWeShine&SparkSW

#### KEY CONTACTS FOR MEDIA QUERIES

<b>Ler Mei Qi</b> Assistant Director West Coast – Jurong West Group Constituency Director’s Office Email: ler_mei_qi@pa.gov.sg	<b>Zarifah Rejap</b> Community Development Manager (Communications) Pioneer Constituency Office Email: Zarifah_rejap@pa.gov.sg
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## **ABOUT PEOPLE'S ASSOCIATION**

The People's Association (PA) was set up on 1 July 1960. As a statutory board under the Ministry of Culture, Community and Youth, our mission is to spark and nurture community participation for a caring and united Singapore.

We create opportunities for people of all walks of life to connect, contribute and care for the community, through our wide network of grassroots organisations, community centres/clubs, Community Development Councils and the National Community Leadership Institute. More about us at [www.pa.gov.sg](http://www.pa.gov.sg).

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