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**EMBARGOED TILL 17 JUL 2022, 1900HRS**

### **NDP 2022 – Launch of the #DoingGood Campaign by President Halimah Yacob**

1. The theme of the National Day Parade (NDP) 2022, “Stronger Together, Majulah!” pays tribute to the strength of Singaporeans and hopes to inspire Singaporeans to come together to build a brighter future for the nation. In line with this, the NDP 2022 Executive Committee (EXCO) has embarked on the #PledgeSG and #DoingGood campaigns. The #PledgeSG campaign, which was launched on 16 June 2022, invites Singaporeans to pledge for worthy causes, and to express their gratitude, hopes and wishes for Singapore. The #DoingGood campaign, encourages Singaporeans to fulfil their pledges for causes in the 22 days leading up to National Day.

2. At the 2022 Istana Open House for National Day on 17 Jul, President Halimah Yacob launched the #DoingGood campaign. As part of the launch, President Halimah met with the NDP Pack artwork artists, to thank them for #DoingGood for the nation by designing the NDP Pack artworks for the tote bag, and took part in a tree planting activity with four families. President Halimah was also invited to make her pledge for Singapore via the NDP 2022 #PledgeSG Social Wall (<https://pledgesg.ndp.gov.sg>). President Halimah said, “National Day is a special occasion for Singaporeans to celebrate our independence and deepen bonds with one another. The #DoingGood campaign is one way we can contribute back to the community in the lead-up to National Day. I am happy to meet the NDP Pack artists and the families at the tree planting activity today, who have led the way in doing good.”

#### **NDP Pack Artwork Artists**

3. This year, there are 22 unique NDP Pack artworks by 34 artists with disabilities who were engaged as part of SG Enable’s i’mable public education initiative. At the Istana Open House, President Halimah met many of these artists to understand the inspiration behind



each artwork. This is the third consecutive year that the NDP EXCO has worked with SG Enable to feature artworks by persons with disabilities on NDP collaterals. The artworks express how the artists feel about Singapore as their home and convey their best wishes for the Nation's birthday. The artists' contributions also show how Singaporeans from all walks of life can do good and give back to the nation.

4. These artworks will be printed on the tote bags of the NDP Packs that will be given out to members of the public attending the NDP previews and the NDP on 9 Aug. Members of the public who have registered at their community centres to visit the five Heartland carnival sites over the weekend of 6 and 7 Aug will also be eligible to collect NDP Packs on a first-come, first-served basis. These artworks, along with artworks from 2020 and 2021, will also be showcased to the public in an exhibition at Opera Gallery in August.

5. The stories about the artworks and artists have also been compiled into a 'Book of Stories' to commemorate the meaning and inspiration behind each artwork as well as to recognise the artists who have worked on them. A physical copy of the 'Book of Stories' was given to each of the artists at the Istana today. A digital version of the book can be found at the NDP website ([www.ndp.gov.sg](http://www.ndp.gov.sg)) and the i'mable website ([imable.sg](http://imable.sg)) for the public to view.

6. The NDP Pack was designed with reusability in mind and consists of essential items for spectators attending the parade and for visitors to the Heartland Celebration Carnival sites. The bags will have a QR code printed on them to facilitate access to NDP digital coupons. The coupons can also be accessed via the NDP website.

### **Tree Planting at the Inclusive Garden**

7. President Halimah also engaged with four families at a tree planting ceremony at the Inclusive Garden in the Istana. Child representatives from the four families were invited to



plant a wild Nutmeg tree (*Horsfieldia wallichii*) with President Halimah and Mr Mohamed Abdullah Alhabshee, as a symbol of how Singaporean youth can contribute in their own small and unique ways to the betterment of our nation.

8. In total, five trees from the Nutmeg family (Myristicaceae) were planted in support of the OneMillionTrees movement, a nationwide effort to plant a million more trees across Singapore by 2030 as Singapore transforms into a City in Nature. As part of the OneMillionTrees movement, Singaporean families can also take part in the FamilyTrees initiative to commemorate their baby's birth by planting a tree. The initiative also encourages family togetherness as well as care for the environment.

### **#DoingGood**

9. The #DoingGood campaign encourages Singaporeans to give back to their community. Together with the SG Cares Office, the National Volunteer and Philanthropy Centre (NVPC), the National Council of Social Service (NCSS), as well as other community and corporate partners, the NDP 2022 EXCO has put together a range of volunteering opportunities for the #DoingGood campaign.

10. Members of the public are encouraged to participate in the activities which focus on People, Nature and Passion in the 22 days leading up to National Day. Singaporeans are encouraged to support communities in need through volunteer opportunities to support children, elderly, persons with disabilities, and persons with mental health conditions; to build a sustainable and green home for future generations and become stewards of our natural habitat; and to support the arts, education, and sports sectors.

11. Members of the public can also start their own initiatives and/or sign up as volunteers in a range of activities on the NDP website. For more information on how to sign up for #DoingGood activities, please visit <https://doinggood.ndp.gov.sg>.



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