

## MEDIA FACTSHEET

### **Singaporeans coming together as a nation during SG60 to connect, care, and contribute towards a "We First" society**

- **[Connect]** *Singaporeans across the public, people, and private sectors came together to organise shared experiences which reached Singaporeans from all walks of life, such as the SG60 Heart&Soul Experience which brought together more than 1.5 million visitors in just over three months since its opening.*
- **[Care]** *More than 280,000 donations were made to SGSHARE via ComChest and the Giving.sg platform as of Jan to Sep 2025, an 11% increase in the number of donations compared to the same period last year.*
- **[Contribute]** *1,600 partnership proposals were submitted from citizens, corporates, community groups and organisations.*

Themed “Building Our Singapore Together”, SG60 marks a year-long journey of Singaporeans developing connections, showing care, and making contributions towards a “We First” society. Carrying this “We First” spirit forward beyond SG60, we encourage all Singaporeans to continue building a Singapore where everyone has a part to play, and to look beyond ourselves and uplift one another, as we shape our shared future together.

### **Developing Connections**

2 SG60 is a people’s celebration, with Singaporeans coming together through nationwide programmes that foster connection and community.

3 SG60 programmes are organised by government agencies and various partners over the year, spanning sectors such as the arts, community, culture, sustainability, and sports. Diverse groups were engaged, including the youth, families and businesses.

4 For example, Singapore was the first Southeast Asian nation to host the **World Aquatics Championships** and the first Asian nation to host the **World Para Swimming Championships**. These events helped to put Singapore on the global sporting stage. They also gave Singaporean fans a chance to cheer for Team Singapore athletes on home grounds.

5 Familiar national events, such as **Chingay, the National Family Festival and the National Celebration of Seniors**, were organised at a larger scale with new programme elements for SG60.

- a. The People's Association (PA) increased the number of heartland sites for Chingay to bring the festivities to more residents closer to their homes, resulting in over 174,000 participants for the Chingay Heartlands, 84,000 more than last year. This year, Singapore and Malaysia jointly nominated Chingay onto the UNESCO Representative List of the Intangible Cultural Heritage of Humanity in March 2025.
- b. The National Family Festival (NFF) 2025 expanded its reach, with a wider network of partners to organise engaging family-centric programmes and activities that strengthened bonds and created meaningful memories. NFF 2025 reached more than 860,000 participants, with more than 15% increase in participants compared to 2024. There were also increased opportunities for families to volunteer together.
- c. The National Celebration of Seniors (NCOS) brought together more than 10,000 seniors to participate in activities to promote active ageing, lifelong learning, senior volunteerism and social connectedness. This was an increase of more than 50% from the previous year. The Seniors National Games (SNG) was launched as part of NCOS this year. Over 4,500 seniors from 110 Active Ageing Centres took part, celebrating different abilities through five adaptive sports. 120 Team Nila volunteers worked with the seniors, bridging age gaps through sport.

6 Beyond government efforts, the private and people sectors stepped up to organise programmes and initiatives to commemorate SG60 with fellow Singaporeans. For example,

- a. Local supermarkets and coffeeshops offered SG60 discounts to show care and support to the community.
- b. More than 50 local attractions offered nearly 70 deals for SG60 to encourage Singaporeans to rediscover some of the iconic sights and sounds that make Singapore home.
- c. The labour movement organised SG60 initiatives to appreciate workers' contribution to Singapore. The National Trades Union Congress (NTUC) held a series of SG60 Care-fé roadshows to honour the workers who laid the foundation for Singapore's progress and success. Its SG60 Solidarity Walk

raised nearly \$3 million in support of NTUC Care assistance programmes, which would help uplift lower-income union members, platform workers, caregivers, and their families. Unions also celebrated SG60 with their members. For instance, the National Transport Workers' Union launched the Coffee Bus initiative to serve free coffee and snacks at various transport hubs across the island for both workers and members of the public.

- d. The ethnic organisations spearheaded various activities that sought to celebrate our multiculturalism and preserve our multicultural identity. For example:
  - i. Singapore Chinese Cultural Centre (SCCC) rallied local Chinese arts and cultural groups and organised commemorative events throughout the year. These include (a) SCCC's **SG60 Weekend**, an open house organised by four of the Centre's arts residents which allowed the public to try various Chinese art forms, (b) partnering Siaw-Tao Chinese Seal Carving, Calligraphy and Painting Society to co-present **SG, You've Got Mail** which showcased 60 artworks by the society's members and attracted 10,815 visitors, and (c) partnering the Singapore Chinese Orchestra to co-present the **Ode to Singapore** concert that featured music celebrating Singapore's nation-building journey, and attracted an audience of around 1,500, including 700 migrant workers.
  - ii. ATAM Ltd organised the **Anandha Kondaattam 2025 – Singapore Indian Traditional Folk Arts Festival**. With the theme "Gratitude and Celebration", the festival paid tribute to the resilience and cultural heritage of the Indian community that has shaped Singapore's multicultural identity, while also weaving in the musical traditions from the Chinese and Malay cultures. Over 200 local and foreign artists performed during the two-day event that featured over 20 Indian art forms in front of 13,500 audience members.
  - iii. The Malay/Muslim community celebrated SG60 with a range of events through the SG60 Bersama (SG60 Together) initiative, which saw Wisma Geylang Serai as the focal point for the community's celebration. This included PA MESRA's **Gentarasa SG60: Semua Sama Sama**, a musical performance that presented a contemporary readaptation of local folktale, Attack of the Swordfish, as a way to showcase the

cultural heritage of the community while celebrating its progress over 60 years. It attracted an audience of 3,500 viewers on both physical and online platforms, with live streams available at Our Tampines Hub and on partners' social media pages.

- iv. In addition to the cultural organisations, the Self-Help Groups also organised events that strengthened cohesion within and across communities, and celebrated their respective contributions to Singapore.

## Showing Care

7 SG60 is also an opportunity to show care and give back to our community, especially to support those who need it most.

8 **The Purple Parade 2025** is Singapore's largest movement supporting inclusion and celebrating the abilities of persons with disabilities. It brings communities together to foster a more inclusive society. The SG60 edition reached over 55,000 people through partnerships with more than 300 organisations: from August to November 2025, the island-wide campaign engaged over 40,000 supporters; the signature October event also drew more than 15,000 attendees.

9 Mediacorp's SG60 campaign, **One Nation, Many Acts of Kindness**, included nine volunteer activations which mobilised Singaporeans to show care for the community by contributing their time towards meaningful causes in areas such as promoting active lifestyles for seniors, empowering persons with disabilities and supporting underprivileged communities. SPH Media and SPH Foundation also launched "**Let's Talk News**", a news-sharing initiative that seeks to bring the joy of reading and value of staying informed to seniors across Singapore. Mobilising youths to show care, as part of a pilot run for NTU's "Care, Serve, Learn" course, NTU student volunteers will be deployed in January 2026 to 14 Active Ageing Centres to engage with seniors through this programme.

10 Community Chest rallied the public to make contributions to **SGSHARE**, a national regular giving programme, which is open for one-time donations for this SG60 year. As of September 2025, more than 280,000 recurring and one-time donations were made to SGSHARE via ComChest and the Giving.sg platform, respectively. This was an 11% increase in the number of donations compared to the same period last year, reflecting our collective spirit of giving to support those in need.

11 Beyond individual giving, corporates and religious organisations stepped forward to raise funds and mobilise volunteers for many meaningful causes. For example, CapitaLand surpassed its **#GivingAsOne** campaign target, recording 53,399 volunteer hours from August to October 2025 against a goal of 50,000 hours. CapitaLand Hope Foundation pledged \$20 for every volunteer hour (capped at 50,000 hours), achieving its \$1 million giving goal for the Collective for a Stronger Society. To celebrate both SG60 and the 140<sup>th</sup> year of The Methodist Church in Singapore, Methodist Welfare Services also aims to mobilise Singaporeans to pledge 1.4 million volunteering hours to serve communities in need.

### **Making Contributions**

12 Many SG60 programmes offer opportunities for Singaporeans to contribute ideas and co-create solutions to build the Singapore we want in the next chapter of our Singapore story.

13 Engagements under the **SG Youth Plan**, helmed by the National Youth Council (NYC) together with its partners, gathered more than 200,000 responses from over 50,000 youths and stakeholders. Participants were able to contribute views on issues that mattered to them, from empowering youth to shape the future of Singapore, to taking action to make our communities better.

14 The Urban Redevelopment Authority (URA)'s **Draft Master Plan 2025 Exhibition** drew about 250,000 visitors, with many contributing valuable views to help shape Singapore's future environment.

15 The **International Conference on Cohesive Societies (ICCS)** has been the leading international platform based in Singapore for interfaith and multicultural dialogue, fostering collaboration to inspire cohesive and resilient societies to date. This year, there were 1,071 participants from 45 territories, comprising of practitioners, policy makers, researchers, and those from the private sector. The 3-day conference featured workshops, sharing sessions, a showcase segment showing how the arts, culture and education can be used to forge a shared future, and a fireside chat featuring youth community leaders.

16 SG60 also galvanises citizens – individuals and communities – to actively contribute their part in building and shaping Singapore through various ground-up efforts. As of November 2025, government agencies received more than 1,600 partnership

proposals from citizens, community groups and organisations, and corporates, reflecting strong momentum of ground-up partnerships.

### Reflecting on Shared Values

17 SG60 is also an opportunity to reflect on our shared values. Several exhibitions remind Singaporeans of the need to understand our nation-building journey and apply the lessons to chart our future ahead:

- a. As the flagship event of SG60, the **Heart&Soul Experience** brings to life Singapore's vision for tomorrow through a voyage across our past, present and future. With the use of immersive storytelling and generative AI, the exhibition creates a personalised, imaginative experience for each visitor, drawing on plans from over 110 partners. It has attracted more than 1.5 million visitors in just over three months since its opening.
- b. In conjunction with SG60, the Founders' Memorial presents **Not Mere Spectators: The Makings of Multicultural Singapore**, an exhibition that unpacks and explores the distinct founding value of multiculturalism, inviting visitors to think deeper about what multiculturalism means to them, and to find their place in multicultural Singapore's ongoing story.
- c. To cap off the year-long celebration, the SG60 capstone event, **The Albatross File: Singapore's Independence Declassified** exhibition, provides an introspective and emotional experience for visitors to explore Singapore's journey to independence. Through interactive storytelling and historical replays, visitors can get up close with thoughtfully curated artefacts, such as original handwritten notes, and oral history interviews with Singapore's founding leaders. The exhibition has seen an overwhelming response with the opening week oversubscribed.