

Appendix B: Event Highlights

NATIONAL LIBRARY BOARD FATHER-CHILD READING PROGRAMME

10000 Fathers Reading! is an annual nationwide movement to encourage fathers to read to their children on a regular basis. This initiative aims to increase fathers' involvement in their children's literacy development and to improve the quality of father-child relationships.

Discover the joys of father and child reading brought to you by the National Library Board at their cosy reading corner, Booth A9. The Kidz Academy makes it possible to have an enjoyable reading session during this 3 day event.

10000 Fathers Reading! is organised jointly by the National Library Board and the Centre For Fathering, with the support of the National Family Council, and South-East Community Development Council.

GET TO KNOW YOUR STAMPS

Revisit Singapore's Heritage through a gallery of stamp collections over the decades. Visitors can appreciate the beauty of stamps and learn that it is not limited to traditional images, but can be both creative and fun for children in an interactive manner!

MyStamp and National Stamps will be on display and there will be fun games at the gallery to thrill the kids. What's more Singapore post will also be showcasing the newly launched Playgrounds Series Stamps at the Kidz Academy, and these will be available on sale too.

CONTESTS

As visitors browse through the suite of courses available to enrich their child, they are able to also join in the fun with our on-site contests and stand to win attractive prizes!

1) Genius Baby Contest

In promotion of holistic child development and early brain development, this Genius Baby Pageant seeks to crown the smartest and most adorable baby.

Categories for Participation	Timing
6 month-old to 1 year-old (Born in 2009)	Sat, 20 March - 12:30pm
2 year-old (Born in 2008)	Sun, 21 March - 1:00pm
3 year-old (Born in 2007)	Sat, 20 March - 12:30pm
4 year-old (Born in 2006)	Sun, 21 March - 1:00pm

How to participate?

Simply submit a photo of child with a short write-up of their talents and/or abilities to kidzacademy@littleneurotree.com

Prizes:

- 1st Prize - \$300 Cash + Free Little Neuro Tree membership + 50% discount voucher worth \$650 & Promil Gold & goodies from Wyeth worth up to \$300
- 2nd Prize - \$150 Cash + Free Little Neuro Tree membership + 25% discount voucher worth \$650 & Promil Gold & goodies from Wyeth worth up to \$150
- Consolation Prize – Kodomo Hamper (Toothbrush + Baby Bath Set) + Free Little Neuro Tree membership and goodies from Wyeth

2) Philatelic Competitions by Singapore Post

With the advancement in technology, e-mails and online communications are beginning to replace the traditional letter and postcards. Through these two competitions, Singapore Post aims to inculcate appreciation for philatelic hobbies. Both contests will be held at The Kidz Academy and registration will be on-site on day of competition by noon. All art materials will be provided by Singapore Post.

- **Write a Postcard Day**

Children will be asked to write a postcard to their parents. All postcards will be sent to their respective addresses care of Singapore Post. Open to children

below the age of 12, they will be provided with postcards to pen a message to their parents. All postcards will be sent to their respective addresses care of Singapore Post. The best written postcard will be recognized by Singapore Post and the winner will receive attractive prizes.

Competition Date/Time: 20 March 1:30 – 2:00 PM (On-site registration on day)

- **Stamp Drawing Competition**

Children below the age of 12 will be encouraged to express their artistic creativity through a stamp design competition. This Competition intends to educate children on the beauty of stamps and press its role and importance. The Winner's drawing will be crafted into a stamp and he or she will receive other exciting prizes. On top of this, the participant's school will also get a chance to win prizes from Singapore Post.

Competition Date/Time: 21 March 2:30 – 3:00 PM (On-site registration on day)