



Building Sandcastles For **Rock Solid Bonds**



Story and pictures
Vanessa Teo

This may be the only time where one can see so many people doing the same activity at East Coast Park on the same day. That is, building sandcastles. And what could be the reason for such phenomena? None other than the Labour Movement's efforts to engage members, as well as to encourage work life balance.

"This is the first time we organised a family-based activity for our members and the response was simply overwhelming. More than 530 members and their families came together to build their own sandcastle neighbourhood. We were glad to see members helping each

other out even though there was a contest element in the event. This is a positive illustration of the inclusive and solidarity spirit of the Labour Movement," said Young NTUC Executive Secretary Steve Tan.

Organised by Young NTUC and supported by NTUC's Family Development Unit, the sandcastle building event, 'Building Dreams', saw over 500 participants taking part on 26 June 2010, marking the last day of the National Family Celebrations 2010. Other than being a family bonding event, Young NTUC volunteers also had their chance at organising a large scale event, which ultimately garnered favourable responses.

Said YCiS (Youths for a Competitive and Inclusive Singapore) Team Manager Lincoln Han, who was also the main organiser of the event: "Young NTUC understands that youths of today want a free hand to work on their ideas. The sandcastle event is a good example to show how Young NTUC supports its youth activists to take full ownership from the planning to actual day manpower deployment. My heartfelt thanks to the 90 Young NTUC youth activists for their proactive contributions in making this sandy event a success."

The efforts of the volunteers indeed paid off, with families enjoying a day away and spending quality time with their children and spouses.



// I don't think my family and I will be at East Coast Park today if not for this sandcastle building event. With such fun-filled and meaningful events, there will be a higher possibility for people out there to want to join as members."

Loh Nan Yan (picture above, in purple blouse), 40, Executive



// I enjoyed myself greatly today, and it's really a good way to bond with my family members. It's a great way to reach out to members through such meaningful activities, rather than just organising an outing for us to bring our kids to the mall or playground. Furthermore, this is educational as well as the children can get to work with their hands."

Jevic Salomon (lady in picture above), 33, Business Development Manager



// Today's event is quite different, where everybody can get a chance to show their creativity. We learnt how to build sandcastles, and both my daughter and son had fun. I will invite my friends to join in such activities in the future as well, and I would like to thank the Labour Movement for giving us this opportunity to join in such an activity."

Chithra Yamanathan (lady in picture left), 35, Homemaker