

**Embargoed until 16 October, 7.30am**



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**MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY**

13 October 2022

To News Editor

**DPM LAWRENCE WONG JOINS 2,000 NORTH WEST BRISK WALKERS  
FOR MASS WALK**

*North West CDC Marks 20<sup>th</sup> Anniversary of North West Brisk Walking Club,  
through first mass walk since 2019*

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2,000 members from Singapore's largest brisk walking network, the **North West Brisk Walking Club** (BWC), will come together for the first mass walk in three years, to celebrate 20 years of health and wellness under the BWC. Organised by North West CDC, the 4-kilometre (km) brisk walk event at Choa Chu Kang Stadium on 16 October 2022 will be flagged off by Guest-of-Honour, Deputy Prime Minister and Minister for Finance, Mr Lawrence Wong, and Mayor of the North West District, Mr Alex Yam, who will play Host (see [Annex A](#) for media programme). They will be joined by nine Grassroots Advisers (GRAs) of the North West District, including Mr Zaqy Mohamad, Senior Minister of State for Defence and Manpower, and Adviser to Marsiling-Yew Tee GRC Grassroots Organisations (see [Annex B](#) for line-up of GRAs attending the event).

2           An advocate of staying physically and mentally active, DPM Lawrence Wong shares: “The Healthier SG movement puts a stronger emphasis on preventive care. In line with the enhancement of public infrastructure to support active lifestyles, the community is also encouraged to take on more sports activities to stay healthy. The regular Brisk Walks championed by North West CDC will bring residents closer together through exercise, while supporting the broader Healthier SG movement. I encourage North West residents of all ages to join the North West BWC or any other healthy living programmes, to take greater ownership of your health.”

3           BWC members, who are North West residents of all ages and backgrounds, have been forced to walk in smaller groups or even individually due to the pandemic. The upcoming mass walk will give them the platform to connect with their friends and neighbours, experience the buzz of walking in a much larger group, and rekindle their interest in brisk walking regularly. To make the event more engaging, North West CDC will use digital interactions, such as Augmented Reality, to allow members to take fun selfies using novelty backdrops, walk memory lane by revisiting past events, and show their knowledge of BWC and brisk walking via quizzes.

4           To achieve its role of promoting health and wellness, North West CDC has been looking to catalyse regular participation in its various healthy living programmes. **Mayor Alex Yam** shares, “North West Brisk Walking Club is the first Healthy Living Club started by North West CDC in 2002. Over the last 20 years, BWC has grown from an initial 6,000 members in 66 clubs, to 70,000 members in 154 clubs today. It remains a popular activity amongst North West residents where

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families, friends, and neighbours bond as they brisk walk together through a simple yet effective healthy living programme.”

5 For some residents, brisk walking weekly with the North West BWC has given their health a timely boost. Mdm Soh Mui Huay, who is 75, shares, “When I first joined the Marsiling Zone 4 Brisk Walking Club in 2018, I had issues catching up with the rest of the members during walks, and would even need them to support me to prevent me from falling. After walking weekly for some time, I no longer felt breathless when brisk walking, and could even join my club in longer 8-km walks.”

6 Mdm Periasamy Savithri, 76, has been an active member of North West BWC for 20 years, where she joined Woodlands Zone 3 Brisk Walking Club since its inception in 2002. She has participated in regular brisk walking sessions with her Club, and enjoys the camaraderie and bonds forged with her fellow members, some of whom are from various races, and have become her lifelong friends. Till today, she goes on social gatherings with her friends made from BWC, occasionally even going for marketing sessions in the neighbourhood together! (see [Annex C](#) for additional member profile)

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## **Media Invitation**

Media is invited to **North West Brisk Walking Club 20<sup>th</sup> Anniversary** at Choa Chu Kang Stadium on 16 October 2022. CDC can assist by facilitating a media doorstep with spokespersons, or member profiles, on request. We can also provide clarifications and additional pointers as required.

See below for details of the media event.

## **North West Brisk Walking Club 20<sup>th</sup> Anniversary**

**Date** : **Sunday, 16 October 2022**  
**Media Arrival** : **6.40am**  
**Venue** : **Choa Chu Kang Stadium**  
**1 Choa Chu Kang Street 53, Singapore 689236**  
**GOH** : **DPM Lawrence Wong**

## **Contact Persons for Media**

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## **Enclosed:**

Annex A – Media Programme  
Annex B – Line-up of Grassroots Advisers  
Annex C – Additional Member Profile  
Annex D – Key Translation Terms

## **About North West Community Development Council (CDC)**

The Community Development Councils (CDCs) were established to build a tightly-knit, compassionate and self-reliant community. North West CDC works closely with various community and corporate partners to strengthen Singapore's social fabric; and encourages the more able and successful to come forward to help the less successful, and to foster greater sense of community ownership and self-help among the residents.

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We strive to align our activities and efforts with our mission:

**(a) Assisting the needy**

To help the less fortunate through local assistance programmes

**(b) Bonding the people**

To bond the community through projects & programmes to bring them closer to one another

**(c) Connecting the community**

To develop strategic partnerships with corporate and community partners to better serve our residents

The North West District comprises Holland-Bukit Timah GRC, Marsiling-Yew Tee GRC, Nee Soon GRC, Sembawang GRC and Bukit Panjang SMC.

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**Annex A**

**North West Brisk Walking Club 20<sup>th</sup> Anniversary**

**Sunday, 16 October at  
Choa Chu Kang Stadium  
1 Choa Chu Kang Street 53, Singapore 689236**

**MEDIA PROGRAMME**

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<b>Time</b>	<b>Programme</b>
6:40am	Media arrival
7:05am	Arrival of Mr Alex Yam, Mayor of North West District and Special Guests
7:10am	Arrival of Guest-of-Honour, Deputy Prime Minister and Minister for Finance, Mr Lawrence Wong
7:15am	Welcome Address by Mayor Alex Yam
7:20am	Opening Speech by Guest-of-Honour, DPM Lawrence Wong
7:25am	Warm Up
7:30am	Group Photo Taking
7:35am	Flag off
8:45am	Media Doorstop (on request)
9:00am	End of programme

## LINE-UP OF GRASSROOTS ADVISERS

- i. Mr Zaqy Mohamad**  
Senior Minister of State for Defence and Manpower  
Adviser to Marsiling-Yew Tee GRC Grassroots Organisations
- ii. Assoc Prof Dr Muhammad Faishal Ibrahim**  
Minister of State  
Ministry of Home Affairs and Ministry of National Development  
Adviser to Nee Soon GRC Grassroots Organisations
- iii. Ms Carrie Tan**  
Adviser to Nee Soon GRC Grassroots Organisations
- iv. Mr Liang Eng Hwa**  
Adviser to Bukit Panjang Grassroots Organisations
- v. Dr Lim Wee Kiak, PBM**  
Adviser to Sembawang GRC Grassroots Organisations
- vi. Ms Mariam Jaafar**  
Adviser to Sembawang GRC Grassroots Organisations
- vii. Ms Poh Li San**  
Adviser to Sembawang GRC Grassroots Organisations
- viii. Mr Vikram Nair**  
Adviser to Sembawang GRC Grassroots Organisations
- ix. Mr Edward Chia**  
Adviser to Holland – Bukit Timah GRC Grassroots Organisations

## **ADDITIONAL MEMBER PROFILE**

Mdm Sarimah, 58, joined Bukit Panjang Zone 7 Brisk Walking Club in 2002. Since joining the Club, she has served as a volunteer Leader, taking on additional responsibilities in engaging and rallying members of her BWC to walk regularly. Mdm Sarimah is so passionate about brisk walking that she would even go for daily walks with her family and neighbours, on top of her BWC's regular weekly walks. Having proactively encouraged and walked alongside her fellow members, Mdm Sarimah has gained many new Chinese and Malay friends, many of whom she continues to keep in close contact with.

In addition, Mdm Sarimah is also an active Health Qigong Instructor, having gone through a one-year training and becoming a certified Instructor in 2001. She said that guiding her students in another healthy living programme like Qi Gong, allows her to relieve stress and take a welcome break from her regular job.



**KEY TRANSLATION TERMS**

Mr Alex Yam Mayor of North West District	任梓銘 西北区市长
North West Community Development Council (CDC)	西北社区发展理事会 / 西北社理会
North West Brisk Walking Club	西北轻快步行俱乐部
North West District	西北区
Healthy Living @ North West	健康生活于西北
Assisting the Needy	协助贫困居民
Bonding the People	增强民众凝聚力
Connecting the Community	与社区密切联系