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MEDIA RELEASE

SPARK CONNECTIONS 2017 BRINGS NEW AND MORE EXCITING TRENDY TREATS TO SINGLES

More than 200 events, workshops and services, including a thematic cruise and volunteering opportunities, have been specially curated to encourage more social interaction opportunities for eligible individuals in the latest edition of Spark Connections 2017, a signature initiative supported by the Social Development Network (SDN).

2 From 11 February to 31 March 2017, eligible individuals who sign up for Spark Connections 2017 can enjoy \$100 worth of free credits which they can use to offset up to 50 percent of the featured events and packages. Brought together by SDNTrust¹ accredited agencies and other partners, and supported by the SDN Council, Spark Connections takes place twice a year to offer subsidised dating events and services for singles.

3 The SDN Council² is made up of seven volunteers who are passionate about facilitating platforms for singles to form healthy and meaningful relationships. Dr Jackie Lee, Co-Chairperson of SDN Council, said that at this year's Spark Connections, singles will be able to "do what they love and meet people they like". He added, "We hope to see young people form new friendships through meeting people with shared interests. To make it more fun and easier for interested individuals to find their preferred type of activities, we have come up with three hashtags on social media to categorise these programmes broadly. This will hopefully create more traction and engagement among young people, as they will be able to share what they are doing on Facebook, Instagram and Twitter, and invite more their friends to join them."

¹ The SDNTrust Accreditation comprises a Code of Professional Conduct and the Accreditation Criteria and Standards for dating agencies/dating practitioners and sets the benchmark to attain high standard of professionalism and service delivery to singles.

² Please refer to Annex A for more details on the SDN Council.

The three hashtags are:

- **#YOLO** – For adventure seekers who enjoy exciting experiences through adrenaline-pumping sports activities like bossaball, kayaking and trekking expeditions to unexplored parts of Singapore.
- **#TGIF** – For those looking for a relaxing time where they can sign up for short weekend getaways or small group meet-ups to bond with new company over food and drinks.
- **#LinkedUp** – For individuals to sign up for personalised services or personal development workshops to learn social and grooming skills.

4 “Together with the SDNTrust accredited agencies, we want to offer improved services and provide value-add beyond the usual social events. This year more self-development and grooming workshops, as well as two volunteering events have been added to the Spark Connections’ line-up,” said Mr Prakash Somosundram, Co-Chairperson of the SDN Council.

5 Ms Michelle Goh, owner of CompleteMe, said “Volunteering opportunities would allow singles to participate in meaningful work, contribute back to society and in the process meet friends with similar values. We see value in continuing with such events on a regular basis as they will benefit the wider community over time.”

6 Furthermore, accredited agency GaiGai will kick-start a series of complimentary workshops on personal development and social skills during Spark Connections. Participants can pick up practical tips in these areas and interact with others.

7 Accredited agencies participating in Spark Connections 2017 are A Dance Date, CompleteMe, Dating Moments, eSynchrony, Fabrique, GaiGai, i-meetyou.com, Lunch Actually, Love Express Services, One Plus One, and Singles Mingle.

8 More information can be found on www.sparkconnections.sg³.

³ Please refer to Annex B for sample list of the events lined up for Spark Connections 2017.

About the Social Development Network (SDN)

Social Development Network (SDN) seeks to create opportunities and platforms for singles to expand their social network and form meaningful relationships. For more information, visit www.sdn.sg or www.facebook.com/Duetsg.

Support from SDN

By registering as an SDN member at www.sdn.sg, eligible individuals will be given \$100 free credits to offset up to 50 percent off events, workshops and services offered by the accredited agencies during the campaign period (i.e. 11 February – 31 March 2017). SDN members will also have access to timely updates on events and deals.

How to use the \$100 free credits?

For example, a SDN member registers for an event that costs \$150, he/she can use \$75 free credits to offset the cost and pay only \$75 for the event. Thereafter, the SDN member can use his/her remaining \$25 free credits to offset the cost of another event.

Other Special Events of Spark Connections 2017

Spark Connections 2017 will comprise events such as a thematic cruise entitled “All Aboard The Amazing Quest” organised by Kingsmen for the first time. The 4 days/3 nights cruise on board the Royal Caribbean Mariner of the Seas will provide a fun and exciting line-up of activities to create a luxurious and relaxed environment for adventurous singles to meet new friends. Eligible individuals get to enjoy this cruise at a special price of *\$300 (inclusive of free Wi-Fi), worth up to \$650. (Terms and conditions apply)

About the SDN Council

The SDN Council was formed in 2007 to provide advice on the accreditation standards and processes in the development of the dating industry, and is the final approving authority for all accreditation applications from the dating agencies.

The current SDN Council is made up of seven volunteers who are passionate about facilitating platforms for singles to form healthy and meaningful relationships. The Council is headed by Dr Jackie Lee, CEO of ClickTRUE and Mr Prakash Somosundram, Founder & CEO of Pealo.

Co-chairpersons

Dr Jackie Lee
CEO, ClickTRUE

Mr Prakash Somosundram
Founder & CEO, Pealo

Council Members

Ms Chang Kwei Fern
Director, SPRING Singapore


Ms Cheryl Chong
Co-founder, The Social Co


Mr Christopher Pragasam
Director of Youth Engagement, National Youth Council


Mr Jeff Cheong
President, Tribal Worldwide Asia

Mr Stanley Chia
Co-founder, Cialfo

Spark Connections 2017 – Sample of Events

Organising AA	Title/ Description of Event
	<p style="text-align: center;"></p> <p style="text-align: center;"><i>For adventure seekers who enjoy exciting experiences through adrenaline-pumping sports activities such as bossaball, kayaking or trekking expeditions to unexplored parts of Singapore.</i></p>
Singles Mingle	<p>Singapore Romance cum Makan on Wheels 25 Feb 2017 (Sat), 10am – 4pm Team up with other food enthusiasts in groups of four to enjoy a nice drive around the island while discovering nice food to eat and romantic places to visit.</p>
GaiGai	<p>Bounce, Toss, Kick: Bossaball 25 Feb 2017 (Sat), 2.30pm – 6pm Bossaball is a ball game that combines elements of volleyball, soccer and acrobatics. Those who enjoy sports and have a competitive streak can improve their reflexes and agility, while competing against other outgoing individuals on huge bouncy inflatables with trampolines on each end.</p>
CompleteMe	<p>Everyone Needs Love – Elderly 5 Mar 2017 (Sun), 2.30pm – 4.30pm Everyone needs love. Together with other compassionate souls, lend a hand at Ren Ci Community Hospital and brighten up the day for those in need of care. Engage in simple activities like chit-chatting with the beneficiaries and doing some handicrafts.</p>
A Dance Date	<p>Hip Hop Grooves 12 Mar 17 (Sun) & 19 Mar 17 (Sun), 4.30pm – 5.30pm Those who enjoy hip and trendy dance moves on <i>MTV</i> and <i>So You Think You Can Dance</i> can join this series of hip hop classes to learn new moves and meet fellow dance enthusiasts.</p>

Organising AA	Title/ Description of Event
Fabrique	<p>Haw Par Villa Amazing Race 26 Mar 2017 (Sun), 3pm – 6pm Adventure seekers can look forward to a fun day at Haw Par Villa. Participate in an amazing race featuring Chinese folklore stories and myths, and the infamous 10 Courts of Hell.</p>
 <p><i>Those looking for a relaxing time can sign up for short weekend getaways or food and wine tasting events while bonding with new company.</i></p>	
Love Express Services	<p>Give Me Some Juice 4 Mar 2017 (Sat), 6.30pm – 7.30pm Folks with a sweet tooth can enjoy a relaxed afternoon with new found friends, whilst concocting healthy fresh juice in this special café.</p>
Lunch Actually	<p>White Valentines Party 14 Mar 2017 (Tue), 7,30pm – 9.30pm Urbanites can take a mid-week break to chill out at Skyline, a trendy lounge located in the CBD. Enjoy the skyline line, as well as company of new friends.</p>
i-meetyou.com	<p>Mega Party 25 Mar 2017 (Sat), 2pm – 5pm At this “Back to School” themed mega bash, party-goers can mingle with new friends through a specially designed speed dating segment with extra surprises.</p>
One Plus One	<p>2D1N Sunrise Adventure at Broga + Malacca Tour 25 Mar 2017 (Sat), 11pm – 26 Mar 2017 (Sun), 9pm Those looking for a short weekend getaway can escape the hustle and bustle of the city and catch a beautiful sunrise on this 2D1N trip to Broga. Then head to Malacca for sightseeing, shopping, and some delicious food.</p>

Organising AA	Title/ Description of Event
Dating Moments	<p>Farm Retreat: Away from the City 26 Mar 2017 (Sun), 10am – 2pm Nature lovers can take a quick break and explore the Kranji Countryside while connecting with like-minded beings and enjoying simple pleasures of the rural landscape.</p>
 <i>Individuals can sign up for personalised services or personal development workshops to learn social and grooming skills.</i>	
CompleteMe	<p>Confidence is Sexy 22 Feb 2017 (Wed), 7pm – 10.30pm Most people are attracted to confidence. This workshop will help to equip individuals with better communication skills and teach them how to present a more confident and sexy self to others.</p>
Dating Moments	<p>Latest Make-Up Trends for Asian skin <i>(Only for ladies)</i> 25 Feb 2017 (Sat), 11am – 12.30pm Ladies can improve their make-up skills with this workshop featuring tips and techniques tailored for Asian skin such as:</p> <ul style="list-style-type: none"> • Strobing makeup and application technique; • Trace and shade technique to draw rounder shaped brows; • Create radiant and feminine eye make-up looks using pastel eye shadows, white eyeliner; and • Get bright and glossy lips with two lip colours.
GaiGai	<p>Ready to Mingle 30 Mar 2017 (Thurs) Eligible individuals can check out GaiGai's new series of monthly complimentary* events. GaiGai's Chief Matchmaker, Ms Dolly Chua, will share insights and tips on how to make great first impressions and form new friendships with ease. There will also be plenty of opportunities for participants to interact with each other.</p> <p><i>(*Only applicable to those who are not GaiGai members. Participant will receive rebate at their next GaiGai event, after signing up for their online profile.)</i></p>

Organising AA	Title/ Description of Event
Fabrique	<p>Fabrique Dating Bundle 11 Mar 2017 (Sat) – 31 Mar 2017 (Fri) This is a one-time offer for Fabrique Dating Bundle (worth \$620) for only \$480. Package will include 2 years of Fabrique Membership worth \$80, 2 personalised one-to-one dates worth \$480, 1 free profiling session with our trained dating consultant, 2 free event passes worth \$100, receive exclusive invitations and discounts to participate in our specially crafted dating events and discount vouchers during your birthday month.</p>
Lunch Actually	<p>Online to Offline (Standard) 11 Mar 2017 (Sat) – 31 Mar 2017 (Fri) For \$149, singles can get 1 guaranteed date, 1 personality quiz, 1 month membership on a popular digital dating platform and invitation to an exciting dating event.</p>

Please visit www.sparkconnections.sg for the full list of events.

National Archives of Singapore