



NEWS RELEASE

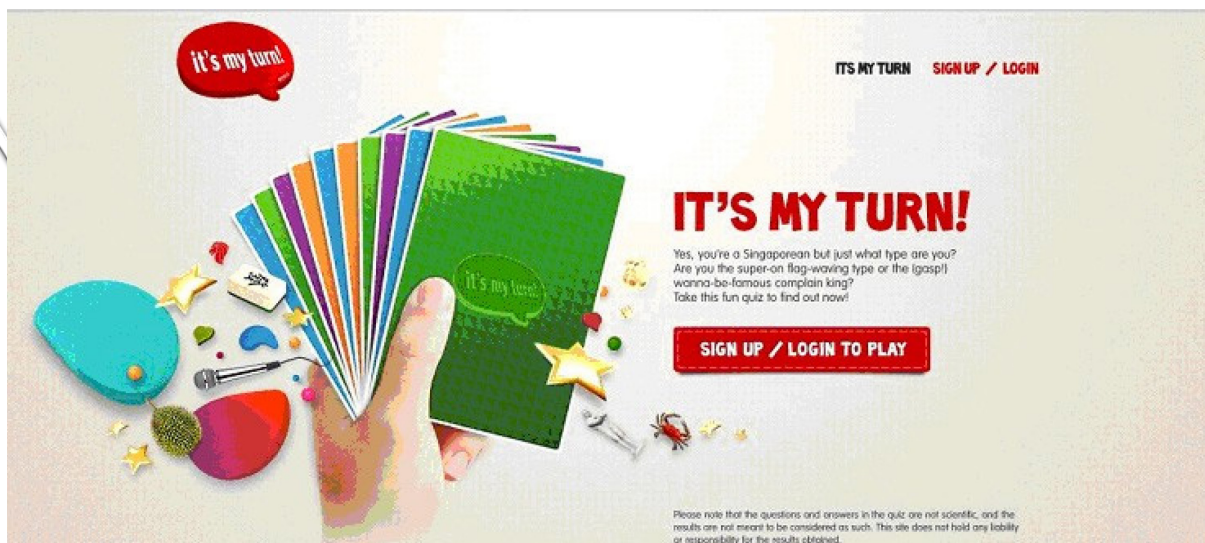
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Fact Sheet: Online Engagement for TD 2012

15 Feb 2012

The TD 2012 online engagement initiatives centre on the "It's My Turn" Movement (www.itsmyturn.sg). The movement comprises three components: the "What Type of Singaporean Are You?" quiz, "Participate", and "Reflect". Through these components Singaporeans are encouraged to appreciate the different traits that make up the Singaporean identity and from there, participate in social initiatives that will make a difference to society.

- **"What Type of Singaporean Are You?" Quiz.** Participants can discover for themselves the type of Singaporean they are by answering questions on the choice of food they eat and things they do or say. Examples of the types of Singaporean include the "Take-it-Easy" Singaporean, "Patriotic Only on National Day" Singaporean and "Social Do-Gooder" Singaporean.



Landing page of online quiz



Examples of the Singaporean persona in the quiz

- **"Participate"**. Apart from joining the suggested activities, participants can also start their own social initiatives or participate in those started by others. These range from little actions such as inviting our neighbours over for a meal to larger efforts raising funds for a worthy cause. They can then share their social initiatives on Facebook and Twitter, inspiring their friends to do something meaningful as well.

National Archives of Singapore

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IT'S MY TURN REFLECT SPEAK EAT PLAY DO PARTICIPATE SIGN UP / LOGIN

PARTICIPATE

Ever wanted to make a difference through your own social initiative?
Create your own or join one today!

Home » Participate

View by: All

Buy A T-shirt To Rebuild Boy's Town Facilities

Created by Susan Chang, 2 Feb 2012

Date On-going
Time 24/7
Where www.brickbybrick.sg

10 people are participating
1 comments 7 shares

[SHARE](#) [PARTICIPATE](#)

What is this about?
Help Boy's Town to raise funds to upgrade their facilities by buying these unique t-shirts and decals designed pro-bono by local designers. Visit and do your part for Boy's Town now!

[Read more »](#)

Snack On Fruits Day

Created by TK Kang, 2 Feb 2012

Date 15 Feb 2012
Time Whole Day
Where Whenever you are

19 people are participating
3 comments 8 shares

[SHARE](#) [PARTICIPATE](#)

What is this about?
"Snack on Fruits Day" is a day for you to snack on fruits, rather than junk food.

[Read more »](#)

Organise A Clothes Swap Day

Created by Marcella Fong, 2 Feb 2012

Date Any weekend in March
Time Preferably during lunch or tea time
Where Your house or a friend's house

10 people are participating
2 comments 4 shares

[SHARE](#) [PARTICIPATE](#)

What is this about?
Get rid of clothes you don't want to wear anymore, and save money on new additions to your wardrobe at the same time!

[Read more »](#)

Visit A Local Independent Bookstore Day

Created by Leong Yee Xing, 2 Feb 2012

Date Mar 2012
Time Anytime's good
Where Local bookstores

10 people are participating
2 comments 4 shares

[SHARE](#) [PARTICIPATE](#)

What is this about?
Explore local independent bookstores and be pleasantly surprised at what you discover.

[Read more »](#)

Visit A Local Park Day!

Created by Alan Park, 2 Feb 2012

Date 26 Feb 2012
Time 10:00hrs onwards
Where Any local park!

10 people are participating
1 comments 7 shares

[SHARE](#) [PARTICIPATE](#)

What is this about?
Singapore is small and has little green spaces and corridors, but how often have you visited your local park?

[Read more »](#)

No Red Meat Monday

Created by Basia M, 2 Feb 2012

Date On-going
Time Every Monday
Where Anywhere

19 people are participating
3 comments 8 shares

[SHARE](#) [PARTICIPATE](#)

What is this about?
This social movement aims to encourage members of the public to consume less red meat, in a bid to protect the environment.

[Read more »](#)

WANT TO CREATE AND SHARE AN EVENT?

Want to create and share an event? It's easy, turn your ideas into reality now!

[CREATE YOUR EVENT](#)

TOP 3 FAVOURITE EVENTS

- 1 Say Kamsiah day
- 2 Eat with your family
- 3 Picnic with your neighbour

EVER WONDER WHAT TYPE OF SINGAPOREAN YOU ARE?

Are you the super-easy going or Die-die cannot break the law type? Take this quiz and find out now!

[IT'S MY TURN!](#)

DID YOU KNOW?

Why do the Chinese wear red during Lunar New Year?

[Find out why »](#)

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[@JohnSmith says it is high time for me to knock on my neighbour's door and say 'It's My Turn!](#)

It's My Turn Reflect Participate Speak Eat Play Do Blog Contact Us Singapore Translated

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Landing page of "Participate"

- **"Reflect"**. Participants will be encouraged to reflect on the food we eat, the things we do and the way we speak and upload on the website their stories, thoughts or memories about life in Singapore.


IT'S MY TURN REFLECT SPEAK EAT PLAY DO PARTICIPATE SIGN UP / LOGIN

Home » Reflect » Local Biscuits

REFLECT

READ REFLECTIONS BY OTHER SINGAPOREANS ABOUT OUR LOCAL FOOD, LANGUAGE AND ACTIVITIES, AND LEARN SOMETHING NEW!

Local Biscuits



09 Jun 2012
2 comments 4 shares
[Share](#)

Do you remember buying biscuits by weight from mamak stores or provision shops, out of those big metal tins with clear plastic fronts? Bisco biscuits, Meringue biscuits, the tiny little biscuits with colourful florets of meringue on top, just? I fondly recall those childhood snacks of mine which I enjoyed immensely when I was young. When my father came back home with a large packet of the tiny little biscuits with meringue (which I call 'flower biscuits'), my brother and I would immediately rush to eat the 'flower biscuit' with the meringue of our favourite colour on top! Mine being pink! Up till today, I am still an ardent fan of our 'Local' biscuits.

As Singapore progresses, these biscuits also changed with time. The biscuits today are more colourful and varied as compared to the past. However, there's one thing about these 'Local' biscuits that would not change – is that they contain the flavour of the past. This is something that neither potato chips nor M&M's Beans can replace. Regrettably, not many shops still sell these biscuits anymore. Save our 'Local' biscuits please out from the Singapore landscape. Why not hunt for some nostalgia and reminiscence about the past!

Add New Comment [DISCUSS](#) [login](#)

CONTRIBUTE A REFLECTION
Put your stories, thoughts or memories about life in Singapore. It could be a story about your NS days, a memory related to your mum's home-cooked food, or your favourite things to do in Singapore... Share these with your fellow Singaporeans and see what they have to say!

TOP 3 FAVOURITE REFLECTIONS

- 1 Confessions of a Singaporean (MAYAG008)
- 2 Singlish – My thoughts...
- 3 Chinatown – Asia's largest street and foot paradise

EVER WONDERED WHAT TYPE OF SINGAPOREAN YOU ARE?
Gorango? Or just plain go-moo? Take this fun quiz to find out!

IT'S MY TURN!

An example of a reflection under the "Reflect" component.

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