

# C3A launches Active Ageing Festival

THE Council for Third Age (C3A), in partnership with Prudential Assurance Company Singapore and NTUC FairPrice Co-operative, launched the second annual Active Ageing Festival (AAF) yesterday.

The AAF aims to educate seniors about active ageing and to offer them choices and opportunities to engage themselves in an active lifestyle during their senior years.

“Seniors need to get excited about the possibilities and choices open to them and take the first step towards active ageing; for example, by signing up for an activity,” said Henry Quake, chief executive officer of C3A. “The AAF is a platform where interest groups and seniors can converge and connect.”

Philip Seah, CEO of Prudential Singapore, said: “Our mission is to provide solutions for Singaporeans to achieve financial freedom, especially upon retirement. It is fortuitous that we are coming together in this particular partnership.”

This year’s festival will comprise the Active Ageing Carnival at Ngee Ann City, during which exhibitors from interest groups and community development organisations will present a range of activities that cater to the interest of senior citizens.

The second venture of the AAF is the Active Agers Awards, which recognise actively ageing seniors who have set a good example to their peers.

This year will also see the introduction of Active Ageing Roadshows, which will be organised and held in the five Community Development Councils in line with C3A's hopes to reach out to the heartlands.

“By bringing our AAF to the heartlands, we want to show that active ageing cuts across all social levels,” said Gerard Ee, chairman of C3A. “Everyone can adopt an active ageing lifestyle, regardless of their age, socio-economic status and education level.”