

A. REFRESHED 'SHAPE OUR TOMORROW' CAMPAIGN

The 'Shape Our Tomorrow' campaign with the refreshed tagline '**Empower Today, Shape Our Tomorrow**' is part of ECDA's ongoing efforts to empower children, parents and educators during the early years for positive impact on future generations. First launched in 2018, the campaign aimed to enhance the public's understanding and recognition of the EC profession and attract more to join the sector.

The refreshed campaign builds on ECDA's ongoing efforts to elevate perspectives of EC services and position EC as a respected profession in Singapore. It also underscores the complementary roles of parents and EC educators at home and in preschools to support young children's holistic development. Furthermore, the campaign highlights the importance of letting children be children – the freedom to be curious, playful and imaginative.

To find out more about a career in the EC sector, visit

<https://www.ecda.gov.sg/shapeourtomorrow>

B. ABOUT THE 'SHAPE OUR TOMORROW' CAMPAIGN FILM

The 'Shape Our Tomorrow' campaign was launched on 24 June with a film centred on the beloved nursery rhyme Humpty Dumpty, challenging the traditional depiction of Humpty Dumpty as an egg as there are no references to it being an egg in the rhyme.

Building on this concept, the film encourages children to embrace their natural curiosity, playfulness, and imagination, while urging parents and caregivers to create supportive home environments that foster creativity, and educators to encourage thinking out-of-the-box and creative exploration in the classroom. This reinforces the campaign's message of empowering educators and parents to be the best in their respective roles, while working closely to promote holistic early childhood development.

The film can be viewed here: <https://www.ecda.gov.sg/shapeourtomorrow/empower-today>

C. ABOUT THE HUMPTY REIMAGINED WORKSHOP

The campaign will come to life through the “Humpty Reimagined Workshop” at National Gallery Singapore, within the Keppel Centre for Art Education from 1 to 13 October where members of the public are welcomed to create their own renditions of Humpty Dumpty. Families can participate in the interactive experience, crafting their own interpretations of Humpty Dumpty using recycled and everyday materials and exploring the Gallery's long-term exhibitions through a child-friendly lens.

Humpty Reimagined Workshop

Date: 1 - 13 October 2024

Time: 10am - 7pm

Venue: Keppel Centre for Arts Education, National Gallery Singapore

Admission: Free

Recommended child age: 6 and below