

**EMBARGOED TILL 6 APRIL 2024, 1PM**

## **INSPIRING CREATIVITY AND CELEBRATING INCLUSIVITY THROUGH ART AT MINDS COLOUR SOCKS PARADE 2024**

- *MINDS Colour Socks Parade 2024 (CSP 2024) returns this year with the focus on the arts, to celebrate and embrace the artistic talents and unique aspirations of Persons with Intellectual Disability (PWIDs).*
- *MINDS and SMRT have inked a Memorandum of Understanding (MOU) to advance PWIDs' integration into society through the curation and conduct of social inclusion training for SMRT staff, creating employment opportunities for PWIDs and enhancing the accessibility of public transport facilities for PWIDs, just to name a few.*
- *CSP 2024 seeks to rally the community to show their support for greater social inclusion by participating in the 'Paint a Tile' initiative to raise funds in support of MINDS services to reach out to the unserved and to empower and enhance the quality of life of PWIDs and their families.*

**Singapore, 6 April 2024** – MINDS Colour Socks Parade (CSP) returns for its third edition in 2024, celebrating inclusivity through the vibrant world of art. Themed “*Inspiring Creativity, Celebrating Inclusivity*”, CSP 2024 seeks to recognise and embrace PWIDs for their individuality and creative expressions in the arts.

Kicking off CSP 2024 this morning is the Inclusive Arts Festival at The Plaza @ The National Library, which showcases the unique gifts and talents of PWIDs through a rich display of crafts, artworks, and performances by MINDS clients. The opening of the event is officiated by Mr Eric Chua, Senior Parliamentary Secretary, Ministry of Social and Family Development & Ministry of Culture, Community and Youth.

Visitors at the Inclusive Arts Festival are invited to embark on an intimate journey to meet the artists behind the crafts, artworks, and performances, fostering a deeper understanding and acceptance of PWIDs within our community. The event also aims to rally the community to show their support for PWIDs and their families and play a more active role to advocate for greater social inclusion in Singapore.

### **Enhancing PWIDs' Quality of Life through Community-Industry Partnerships**

MINDS and SMRT Corporation also further strengthened their partnership that began in 2021 with the signing of a MOU at the Festival. Since then, close to 400 MINDS clients have had the opportunity to go on SMRT learning journeys at train depots, MRT stations and bus interchanges to learn about what goes into their daily commute and navigate the public transport network more confidently. Both MINDS and SMRT have also worked together to showcase the artistic talents of PWIDs to a wider audience at bus interchanges and MRT stations through wall murals featuring their artwork during festive seasons and as part of SMRT's Comic Connect initiative.

The MOU is a testament of the commitment of both organisations towards creating positive impact on the lives of PWIDs and their families and building a more inclusive society. Through the MOU, MINDS and SMRT will continue to collaborate on these areas that can make a difference in the lives of PWIDs, such as the education and training of SMRT service staff to better assist PWIDs they encounter, hiring of PWIDs, transport support and experiential learning for MINDS clients as well as advocacy and community outreach.

Mr Ngien Hoon Ping, Group Chief Executive Officer of SMRT said, "SMRT affirms our long-term commitment as a steward of the public transport system to continue championing inclusivity and making commute by all sectors of our society a pleasant experience. We believe in Doing Right, Doing Good and Doing Well. In line with our vision of 'Moving People, Enhancing Lifestyles', we look forward to deepening collaborations with like-minded organisations like MINDS, as well as exploring new initiatives to uplift and bring positive impact to the communities we serve."

The partnership between MINDS and SMRT is an example of the transformative impact that community-industry partnerships can have in driving social change and promoting inclusivity. MINDS hopes that it will inspire more corporate partners to step forward and embark on a collective journey to shape a more inclusive society that values and supports every individual, including PWIDs and their families.

### **CSP 2024: Celebrating Inclusion Through Art**

The highlight of the Inclusive Arts Festival is the arts and craft workshops such as photo frame decoration, book-mark crafting and terrarium-making, offering hands-on experiences for visitors and opportunities for PWIDs and the community to interact with one another. Introductory Key Word Sign workshops are also available for those who wish to learn manual signs and gestures to communicate with PWIDs with communication difficulties.

Beyond these workshops, visitors can immerse themselves in a mini exhibition showcasing artworks by MINDS clients and information booths to learn more about the programmes and services that MINDS offers for PWIDs and their families. Visitors can also show their support and purchase merchandise by MINDS Craft and baked goods from MINDS Bakers. Adding rhythm and melody to the festival are captivating performances by MINDS Perform and clients from MINDS schools and centres, showcasing the unique talents and abilities of PWIDs.

The Inclusive Arts Festival also marks the launch of the 'Paint-a-Tile' initiative. Running from 1 April to 30 June, the initiative offers community partners and the public an opportunity to express their creativity and show their support for social inclusion. For a contribution of \$50, donors will receive one white tile, which they can paint and return to MINDS. These painted tiles will amalgamate to form a larger wall mural to beautify the physical environment of MINDS' centres.



Beyond the festival, pop-up stations will be set up on weekends from 7 April to 30 June, to encourage public sign-ups as well as to facilitate the painting of the tiles and the return of the painted tiles to MINDS.

Corporate organisations who wish to lend their support to CSP 2024 can make a donation to 'adopt' a wall at one of MINDS' centres. They may also arrange for their employees to paint the tiles together with MINDS' clients, for more meaningful engagement.

During the campaign period, MINDS will also organise an array of arts and craft activities at its schools and centres, including the creation of MINDS' dragon, finger painting on canvas, batik painting, crafting nature-based bookmarks and a music festival where MINDS clients craft their instruments and perform alongside community partners and volunteers. These activities underscore MINDS' efforts to create meaningful experiences while nurturing strong bonds between PWIDs and the community.

Mr Kelvin Koh, Chief Executive Officer of MINDS shared, "Through the event, we hope to showcase the remarkable talents of PWIDs and celebrate their resilience and creativity. More importantly, we want to highlight PWIDs' aspirations and show how their gifts and talents can play a part to strengthen social cohesion in the community."

"CSP 2024 is more than just an annual event in our calendar. It is a testament of our commitment to foster a community that embraces diversity and compassion, laying the groundwork for a future where every individual, regardless of ability, can contribute meaningfully within their communities. Together, we can build a more inclusive Singapore for generations to come."

### **Donation and Proceeds**

Proceeds from CSP 2024 and donations received during the campaign period will go towards supporting programmes and services to enhance the quality of life of PWIDs and their families. For more information on how to support CSP 2024 or make a donation, visit [minds.org.sg/colour-socks-parade-2024](https://minds.org.sg/colour-socks-parade-2024)

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### **Media Contact**

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**NOTES TO EDITORS**

**KEY VISUAL:**



**KEY PARTNERS:**



**ANNEX A: MINDS COLOUR SOCKS PARADE 2024 DETAILS**

Event	Details
<p><b>Inclusive Arts Festival</b></p>	<p><b>Location:</b> The Plaza @ The National Library, 100 Victoria St, Singapore 188064</p> <p><b>Time:</b> 10am to 5pm</p> <p><b>How to Join:</b> Donate \$25 to receive a Festival Coupon for 1 drink, 1 snack and 1 arts and craft workshop (<i>while stocks last</i>), redeemable at the Inclusive Arts Festival.</p>
<p><b>'Paint-a-Tile' Initiative</b></p>	<p><b>Location:</b> National Library, 100 Victoria St, Singapore 188064</p> <p><b>Time:</b> 10am to 5pm</p> <p><b>How to Join:</b> Donate S\$50 to receive one white tile. Unleash your creativity and paint the tile based on selected themes and return the tile to MINDS.</p> <p>Beyond the Inclusive Arts Festival, pop-up stations will be set up on weekends from 7 April to 30 June to encourage public sign-ups as well as to facilitate the painting of the tiles and the return of the painted tiles to MINDS.</p> <p>The painted tiles will be installed at various MINDS Schools and Centres after CSP 2024.</p> <p><b>Confirmed Pop-Up Stations:</b></p> <p>Date: Saturday, 13 April 2024  Time: 11am to 5pm  Location: MINDS Lee Kong Chian Gardens School  802 Margaret Drive, Singapore 149311</p> <p>Date: Saturday, 1 June 2024  Time: 11am to 5pm  Location: MINDS Woodlands Gardens School  30 Woodlands Ring Road, Singapore 737883</p> <p>For more information or details of other locations of the pop-up stations, visit <a href="https://minds.org.sg/colour-socks-parade-2024">minds.org.sg/colour-socks-parade-2024</a> or email <a href="mailto:donation@minds.org.sg">donation@minds.org.sg</a>.</p>

## ANNEX B: DONATION OPTIONS

Time	Donation Details
<p><b>From 1 – 6 April</b></p>	<p>Donate \$25 to receive a Festival Coupon for 1 drink, 1 snack and 1 arts and craft workshop (<i>while stocks last</i>), redeemable at the Inclusive Arts Festival.</p>
<p><b>From 1 April – 30 June</b></p>	<p>Donate \$50 to ‘Paint-a-Tile’ to show your support for inclusivity. The painted tiles will be installed at one of MINDS’ centres later this year.</p> <p>Donors who wish to make a donation without participating in the Inclusive Arts Festival or ‘Paint-a-Tile’ initiative may also do so via MINDS website at <a href="https://minds.org.sg/colour-socks-parade-2024">minds.org.sg/colour-socks-parade-2024</a>.</p>

## **About MINDS**

MINDS has been caring for Persons with Intellectual Disability (PWIDs) and their families since 1962. Grounded in the belief that all PWIDs have innate abilities and talents, MINDS is committed to empowering them and enhancing their quality of life, while advocating for greater inclusivity for PWIDs in Singapore. Today, MINDS is one of the largest charities in Singapore, serving more than 7,500 PWIDs and caregivers every year.

With the key focus to expand community-based services, improving the employability of PWIDs, strengthening education, and engendering inclusive community living, MINDS offers a holistic range of services and programmes across the PWIDs' lifespan. These include schools, employment and training development centres, home-based care services and community-based services to cater to the physical, psychological, environmental and social needs of PWIDs and their families.

For more information, visit [www.minds.org.sg](http://www.minds.org.sg)

## **About The Colour Socks Parade**

The Colour Socks Parade is MINDS' signature event and fundraiser. Timed to coincide with World Down Syndrome Day and World Autism Awareness Day on 21 March and 2 April respectively, the annual event aims to showcase the gifts and abilities of Persons with Intellectual Disability (PWIDs), raise awareness of PWIDs in the community, foster meaningful engagements between PWIDs, their families and the wider community and raise funds for the development of programmes and services to enhance the quality of life of PWIDs and their families.