

## PRESS RELEASE

### **New HomeTeamNS President Launches Singapore's First Ever #NSmemories Online Campaign as part of HomeTeamNS NS50 Finale Celebrations**

**SINGAPORE, November 26, 2017** – Close to 2,000 NSmen, NSF's and HomeTeamNS members were in attendance to welcome Mrs Josephine Teo, Minister, Prime Minister's Office & Second Minister for Manpower & Second Minister for Home Affairs as the new HomeTeamNS President at the HomeTeamNS NS50 Finale Event - HomeTeamNS Members Extravaganza held at Suntec City this afternoon.

2. In her new capacity, Mrs Teo, who took over the mantle from Mr Desmond Lee, had the honour of launching the refreshed Frontline magazine and microsite ([www.frontline.hometeamns.sg](http://www.frontline.hometeamns.sg)), as well as Singapore's first-ever #NSmemories campaign which aims to raise the profile of Home Team NSmen, encouraging them to share fond memories of their NS days.

3. "This year is very special for all National Servicemen. We had a year-long celebration with many meaningful events and initiatives to show our deepest appreciation for the service and sacrifices of our NSmen over the past five decades. I feel honoured to be appointed as the Association's new President. I look forward to work alongside our Home Team officers, NSmen, and staff to serve the needs of our Home Team NSmen well," shared Mrs Teo.

#### **A New Membership Milestone in HomeTeamNS History**

4. HomeTeamNS is pleased to announce that it has over 200,000 members. This is the largest membership subscription in its 12-year history. The increase in membership is due in part to the NS50 Recognition Package that was rolled out earlier this year. Each Home Team NSman receives a year's complimentary membership with HomeTeamNS.

#### **Singapore's First-ever #NSmemories Campaign for Home Team NSmen**

5. Ms Teo also launched the Association's newly revamped Frontline bimonthly magazine, and its corresponding microsite. This initiative was spearheaded by a group of NSman volunteers and is aimed to enhance the communications with every HomeTeamNS member in this digital age.

6. In conjunction with the launch, Ms Teo kicked off the first ever #NSmemories campaign which aims to raise the profile of Home Team NSmen and for them to reminisce their NS days. Members can submit their fond NS memories through the Frontline microsite where selected stories will be converted into comic strips that can be freely shared via digital and social media networks.

7. “The #NSmemories campaign is one of the many innovative ways that HomeTeamNS together with its NSman volunteers, come up with to galvanise our Home Team NS community. We would like to encourage all NSmen, members and families to share their stories with us. We hope that these stories will raise awareness on the different roles that our NSmen have to fulfil in order to ensure that our safety, and way of life are protected,” said Ms Agnes Eu, Chief Executive, HomeTeamNS

### **Children’s Education Awards worth \$42,000 handed out**

8. In line with its tradition of supporting the families of NSmen, HomeTeamNS also handed out a total of 66 Children’s Education Awards worth \$42,000 during the event.

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### **About HomeTeamNS**

*HomeTeamNS is a non-profit organisation set up to recognise the invaluable contributions of the Singapore Police Force (SPF) and Singapore Civil Defence Force (SCDF) NSmen to the safety and security of the nation. HomeTeamNS aims to build a greater sense of camaraderie amongst SPF and SCDF NSmen by providing a shared environment for them to network and build bonds through sporting and social activities.*

*HomeTeamNS has a membership base of over 200,000 with five clubhouses conveniently located at Balestier, Bukit Batok, Chinatown, Tampines and Sembawang. For more information, please visit [www.hometeamns.sg](http://www.hometeamns.sg).*

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