



MEDIA RELEASE

For immediate release

The Public Hygiene Council (PHC) sets new entries in Singapore Book of Records and collaborates with Ministry of Education to inculcate good habits from young

Singapore, 13 May 2023 – This morning, the Public Hygiene Council (PHC) was joined by **Guest of Honour, Mr Chan Chun Sing, Minister for Education** at the launch of its annual Keep Clean, Singapore! 2023 (KCS) campaign. The campaign message – Clean it Forward for a Better SG – anchors the rollout of initiatives to encourage Singapore residents to strengthen our social compact by charting a cleaner way forward together. Mediacorp artist Bryan Wong is the singer of an original TVC jingle featured in a newly launched campaign film.

2 The Keep Clean, Singapore! (KCS) campaign is organised every year to raise wider awareness on the problem of littering and nudge fellow Singapore residents to take collective responsibility to uphold higher standards of hygiene and cleanliness in our everyday lives. The PHC believes that welding the ‘stick’ is not the only solution. It is equally important to chart our way forward together with a mindset shift and make changes to our attitudes. Through this year’s campaign, the PHC would like to urge everyone to take action and clean it forward, so that we can all enjoy a truly clean Singapore in the coming years.

SG Clean Day Largest Clean-Up sets two entries in the Singapore Book of Records

3 In conjunction with the KCS 2023 Launch Event, the SG Clean Day Largest Clean-Up was conducted at the F1 Pit Building and across Singapore this morning at 9am.

4 Flagged off by Ms Denise Phua, Mayor of Central Singapore District, the PHC successfully set two entries in the Singapore Book of Records – (i) a new record for the *Most Number of Participants in a Multiple-Location Clean-Up*, and (ii) broke the current record for the *Most Number of Participants in a Single-Location Clean-Up*. This record breaking community-led effort ignited new conversations and actions by Singapore residents and promoted understanding on what it means to care for common spaces beyond the doorsteps of our homes. It also aimed to mould a generation of compassionate youths to step up and champion the cause of keeping Singapore clean.

Expanding the quarterly SG Clean Day initiative with new partner

5 Since 2021, the PHC has organised the quarterly SG Clean Day as one of its key initiatives. The PHC has successfully onboarded new partners with each quarterly SG Clean Day. These partners now include the 17 town councils, the National Parks Board (NParks), PUB, Singapore’s National Water Agency, major dormitories, retailers, shopping mall operators, major tourist attractions, the Land Transport Authority, and all public transport operators in Singapore.

Keep SG Clean Comic Strip Competition

6 Youths are key catalysts for change. It is important that we inculcate in them the right values and habits to keep Singapore clean. The cleanliness habits that they learn in school should continue through their adult years. To engage our youths and inspire them to be more aware of the importance of keeping Singapore clean, the PHC organised the “Keep SG Clean Comic Strip Competition” last year in collaboration with the Ministry of Education (MOE).

7 This is the second year running that the PHC and MOE have embarked on a partnership to creatively engage and educate students on the importance of public cleanliness and good hygiene. The competition attracted a great turnout of submissions in two categories: “Keep Singapore Clean”, and “Clean Public Toilets”. Close to 200 entries from 30 schools were received. The top two winners for both categories, Goh Min Xuan, (17 years old) and Goh Min Yan, (15 years old), are sisters currently studying at Nanyang Girls’ High School.

8 Today, Minister for Education Mr Chan Chun Sing presented awards to ten students with the best entries. The ten winning works were on display at the KCS Launch Event, and will subsequently be exhibited at selected schools, public transport nodes, major community hubs and shopping malls.

Launch of Clean SG Forward with Supermons Comics Notebook

9 To share the students' works and to promote positive messaging, the PHC has compiled the shortlisted entries into a book for everyone to enjoy. The PHC and MOE are working out the distribution plans to schools. In the meantime, a copy was presented to all invited guests of the KCS Launch Event.

Clean It Forward for a Better SG

10 As part of this year's KCS campaign, the PHC will organise two further events: the Keep Clean, Singapore! 2023 satellite event on Sunday, 28 May 2023 at Bedok Town Square, from 12noon to 6pm, and the Keep Clean, Singapore! 2023 Closing Event – Public Cleanliness Conversations with Youths on Saturday, 17 June 2023 at the Singapore Sustainability Academy @ City Square Mall, from 10:30am – 12:30pm. The latter event will facilitate conversations amongst youths in Singapore to discuss how cleanliness can be improved in Singapore.

11 For more information on the "Keep Clean, Singapore" campaign and SG Clean Day, visit the PHC's official website at <https://www.publichygienecouncil.sg>.

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