

**Media Release
For Immediate Release**

**Couples Can Now Get A Taste of
Marriage Enrichment When Dining Out**

Food-themed activities the highlight of this year's Real Love Works

Singapore, 18 March 2010 – Couples who dine out from next week can better understand each other's quirks and preferences when they play Singapore's very own Couple Game. The game, developed exclusively by Marriage Central, will be launched during this year's Real Love Works, an annual Marriage Wellness Celebration that aims to encourage soon-to-wed and married couples to invest time and effort in strengthening their marriage.

Making Marriage Enrichment Resources More Accessible in the Community

Developed by Marriage Central, the couple game *"In His Shoes, In Her Heels"* is a customised card game that aims to help couples learn more about each other in a fun and interactive way. This is in line with Marriage Central's efforts to make marriage enrichment more accessible to couples.

"While couples may be interested in trying out marriage preparation or enrichment programmes, they may be too busy to attend one, and many often think that their marriage will take care of itself. Unfortunately, marriages don't take care of themselves. They have to be nurtured and couples need to take time out to focus on their relationship. We hope that through this game, couples will have fun, discover new things about each other, and this will in turn spark off an interest to attend more marriage enrichment activities together", said Ms Evelyn Khong, Head of Family Life Education of Fei Yue Community Services who helped in the development of the game.

Marriage Central has been in talks with various F&B outlets, which will put together "Real Love Works Combos" bundled with the couple game, "In His Shoes, In Her Heels". Nine food & beverage (F&B) businesses (with more than 30 outlets islandwide), including restaurants and cafes will launch their offers from 22 March, while another 11 (with more than 30 outlets) are in the midst of finalizing their promotions. Members of the public can check out the Marriage Central website (marriagecentral.sg) for the full list of outlets. ***(Details on F&B outlets which will launch their packages on 22 March are in Annex A)***

"Marriage Central is constantly on the lookout for new ways to reach out to couples. We realised that couples these days are starved for time as they juggle careers, children and family commitments. So we thought – why not bring together two great loves of Singaporeans – the love for food, and the love for our spouses of course. We are delighted with the strong support of

the F&B outlets in our efforts to strengthen marriages as this allows us to create opportunities for couples to spend some meaningful time together,” explained Ms Anita Fam, Chairperson of the Marriage Central Advisory Board.

Roaring Strong Start for Real Love Works 2010

The Couple Game is a key feature of this year’s celebrations, Real Love Works 2010, which will run from 20th to 28th March 2010.

Marriage Central revealed that last year’s celebrations reached out to more than 7,000 participants. A post-campaign survey showed that 90% of respondents who were aware of the celebrations felt that it served as a good reminder not to take their spouse for granted. 60% of respondents indicated that the celebrations also made them more aware of the need to spend more time and effort to nurture their marriage.

Marriage Central is encouraged by the positive response to last year’s campaign, and has unveiled an even more exciting line-up of activities for Real Love Works 2010. (***Details on key events are in Annex B***). Many activities have already been initiated even before the celebration period, such as *Real Love is in the Air* and *Recipes for Real Love*.

“We wanted to start early to get couples to block their calendars this year, and came up with *Real Love Is in the Air*. Response to that has been excellent with over 3,000 love messages penned on the gigantic Real Love Works structure at four locations in Orchard, Bugis, HDB Hub and Raffles Place. We look forward to seeing more couples coming out to join us, whether it’s the picnic or other events, or even sharing with us your love story online – it’s the little things that will make your marriage last and grow stronger everyday”, said Ms Fam.

Marriage Central’s First Resource Point Well Received

Marriage Central set up its first resource point at the Jurong Regional Library in December 2009 as part of Marriage Central’s overall strategy to equip couples with relevant knowledge and skills to nurture and strengthen their marriage. Over the past three months, the resource point reached out to almost 600 visitors. The monthly marriage enrichment talks held at the resource point also attracted over 230 participants. The resource point complements Marriage Central’s on-line efforts to reach out to couples through its website (marriagecentral.sg), electronic newsletters and Facebook Fan Page which has grown to more than 1,800 fans. Two more resource points will be set up in regional libraries by 2012. Another one will also be set up at ROM after its renovation.

Members of the public can check out more information on Marriage Central as well as Real Love Works 2010 at www.marriagecentral.sg and www.facebook.com/marriagecentral.

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Annex A

Participating Food & Beverage (F&B) that will launch the offer on 22 March (*as at 16 March 2010)

	F&B Business
1.	ABR Holdings - Swensen's
2.	Al Dente Trattoria (Holland Village)
3.	BAROSSA
4.	Bee Heong Palace Restaurant
5.	Famous Crab King Seafood Restaurant (Marina Bay)
6.	Kublai Khan Mongolian BBQ Restaurant
7.	Lawry's The Prime Rib Singapore
8.	Tea Cosy
9.	White Tangerine Cafe

Key Highlight Events for Real Love Works 2010

1. Real Love is in the Air

(27 February to 17 March, Various locations)

Leading up to the Real Love Works celebrations, “Real Love is in the Air” is a pre-campaign activity to raise awareness and encourage couples to sign up early for the events. A giant “Real Love Works” structure made its rounds to various locations across the island for couples to pen down their commitment towards strengthening their marriages. Ten couples, decked out in various wedding costumes, performed dance and music routines to bring the celebratory mood to couples and remind them to mark their calendars early and look out for the exciting events in store for them.

“Real Love is in the Air” was held at four locations - Orchard Road (27, 28 Feb), Bugis Junction (6, 7 Mar), HDB Hub (13, 14 Mar), Raffles Place Park (16, 17 Mar).

2. Recipes for Real Love

(24 February to 19 March 2010, Online)

Recipes for Real Love is an online contest where ten couples from all walks of life were invited to share recipes of home-cooked food that held a special meaning for their marriage as well as their love stories. Couples include celebrity chefs, marriage experts, DJs, bloggers, and individuals in the local arts scene.

Members of the public can vote for their favourite couple by visiting www.marriagecentral.sg to check out the recipes as well as the heartwarming love stories behind each yummy dish. Contest runs from 24 Feb – 19 Mar. Results would be announced on 20 March, at the launch of Real Love Works 2010.

3. Launch of Real Love Works 2010: Real Love @ Fort Canning

(20 March 2010, 4pm – 9pm, Fort Canning Green)

1,000 couples will spend an idyllic evening at Fort Canning Green, where they'd be treated to games and performances, and enjoy a romantic picnic and movie. Couples will also be the first to try out the Couple Game “*In His Shoes, In Her Heels*”.

4. Real Love Works @ Golden Village

(26 March to 16 April 2010, selected GV Theatres)

An exclusive deal for all couples to kick-start their weekends with a movie date with your partner. Starting from 20 March, couples can download a “Real Love Works” Movie Coupon from www.marriagecentral.sg and present it at selected GV cinemas to enjoy a special “Real Love Combo” for just \$25 (UP: \$31.60). The "Real Love Combo" includes two movie tickets, one 85oz Large Popcorn & two 22oz Regular Drinks.

Promotion period: 26 Mar, 2 Apr, 9 Apr, 16 Apr (Fridays)

5. Real Love in the Community

(20 March to 3 April 2010, Various locations)

As part of Real Love Works 2010, community partners such as Fei Yue Community Services, Whispering Hearts Family Service Centre, NTUC’s U Family, have put together a series of workshops, games and even “love retreats” to suit the appetite of every couple.

Event Title	Synopsis	Details	Organiser
Celebrating Your Love (Mandarin)	Pick up useful tips to put the spark into your relationship and experience deeper growth in your marriage.	20 Mar (Sat), 2pm – 5pm Bistro Senso, Singapore Flyer \$35/couple	TOUCH Family Services
Luv-a-thon 2010	The ultimate couple bonding experience for those about to tie the knot or have been married for ages. Get to know your partner even better by taking on challenges and quizzes together!	20 Mar (Sat) 1.30pm – 7.30pm Singapore Flyer, Sky Deck \$25/couple	Whispering Hearts Family Service Centre
Marriage Vitamin C	Add zest to your marriage! Join this half day couple retreat to discover the key ingredients for a healthy and strong marriage.	20 Mar (Sat) 2.30pm – 8.30pm Peninsula Excelsior Hotel \$80/couple	Fei Yue Community Services
亲亲密密夫妻行	Does “happily ever after” happen only in fairy tales? Find out how you can make it happen in your marriage!	20 Mar (Sat) 2.30pm – 8.30pm Peninsula Excelsior Hotel \$80/couple	Fei Yue Community Services
Romancing U - The Love Retreat	Experience a romantic getaway and reignite the passion in your marriage. Create your own love potion, dine by candlelight and strengthen your marriage bond	27 -28 Mar (Sat, Sun) Orchid Country Club Packages start from \$80 per couple.	U Family

	during the Couple Intimacy talk!		
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6. Marriage Convention 2010

(27 to 28 March 2010, Suntec Convention Centre)

Find out the ingredients of a happy healthy marriage as overseas and local speakers share their insights in this annual event.

Tickets are priced at \$12 per person or \$16 per couple. Tickets are available from all SISTIC outlets.

For more information: visit <http://blogs.mediacorpradio.sg/marriage2010/>

Saturday, Mar 27, 2010

<i>Time</i>	<i>Title/Topic</i>	<i>Language</i>	<i>Speaker</i>
9:30AM - 12:00NN	<i>Ingredients for a Healthy Marriage: Love & Respect</i> Marriage books, relationship gurus and even the movies talk about what women want and what men need. Yet why do so many wives feel unloved by their husbands, and husbands feel disrespected by their wives? Identify what makes your spouse tick and hone the tools that would make your marriage stick!	English	Wayde and Rosalyn Goodall
9:30AM - 12:00NN	<i>Ingredients for a Fulfilling Marriage: Making Love Bank Deposits</i> Love isn't just about feelings, yet feelings often dictate what we do with love. Just as with financial investments, some good planning and proper prioritisation are needed to guarantee success in marriage. Find out how you can make good deposits in marriage and turn your marriage from good to great with practical advice for managing decisions, finances, extended family, parenting and work!	Tamil	Azariah Rajendram
2:30PM - 5:00PM	<i>Ingredients for a Vibrant Marriage: Intimacy & Passion</i> Is sex in marriage over-rated? Does the honeymoon have to end? How necessary are passion and romance in a relationship? This session aims to help couples take stock of the level of intimacy in their marriage and identify practical steps for enhancing their love life. Be encouraged by a candid sharing of how you can overcome idealised or unfulfilled intimacy, and learn how to guard your bedroom through change.	English	Wayde and Rosalyn Goodall
2:30PM - 5:00PM	<i>What He Needs, What He Wants</i> Men are from Mars, women are from Venus. What are the basic differences between a husband and wife? How do their needs and wants differ? How do we bridge the gap in communication and draw a couple closer? Discover constructive tips and insights on one of the oldest and most controversial issues around.	Mandarin	Jason & Shelen Ang

Sunday, Mar 28, 2010

Time	Title/Topic	Language	Speaker
9:30AM - 12:00NN	<p><i>Ingredients for a Lasting Marriage: Forgiveness & Growth</i> Even the best marriages experience situations where the need for forgiveness arises, whether it is simply overlooking an annoying habit or forgiving a stronger transgression. Join our engaging speakers for insights and practical suggestions on how you can let go of old hurts, disappointments, betrayals, and anger in your relationship, and allow your marriage to grow.</p>	English	Wayde and Rosalyn Goodall
9:30AM - 12:00NN	<p><i>Ingredients for a Lasting Marriage: Forgiveness & Growth</i> Discover how to turn marital threats into growth opportunities and break the curse of pain with forgiveness. The common yet little mentioned threats of distance, adultery, abuse and addictions will be discussed and practical suggestions given for defending your marriage against attack.</p>	Malay	Siti Hamidah
2:30PM - 5:00PM	<p><i>Ingredients for a Fulfilling Marriage: Making Love Bank Deposits</i> As most married couples have discovered, love isn't just about the romantic feelings. Between juggling children, housework and our careers, we sometimes forget to meet the needs of our spouse. Relationships need daily investments to remain healthy and fresh. Join us for this engaging session and find out how you can make good deposits in your marriage, and turn your marriage from good to great!</p>	English	Wayde and Rosalyn Goodall
2:30PM - 5:00PM	<p><i>The Key To A Rock-solid Marriage</i> It's been said that marriage rings the death knell for love. In reality, marriage is the harbour for love, the recharge station on one's life journey. But how do we keep our marriage going strong in a divorce-happy age. Pick up tips on building a rock-solid marriage.</p>	Mandarin	Jason & Shelen Ang