

FORMAL PRESS RELEASE / PUBLIC RELEASE

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'Let's Get Moving Singapore' – A National Campaign Spearheaded by Singapore's Fitness, Wellness & Sports Industry and Sport Singapore

Over 19-26 August, Singapore's fitness, wellness and sports industries are uniting in a national campaign to encourage more people to refocus and reinvest in their health and wellbeing.

Singapore has an incredible array of fitness, wellness and sport experiences and services. There is something for everyone, be that walking, running, or visiting different fitness studios, gyms, sports clubs, recreation centres or wellness facilities as they reopen across the country.

Each of us, starting today, must prioritise enhancing our immunity, strengthening our body, rebuilding our social connections and improving our mental health.

Singapore's fitness, wellness and sports industries play an essential role in the country's health and wellbeing – we are part of Singapore's incredible healthcare industry and proud to be so. Our 'Let's Get Moving Singapore' campaign focuses on seven important and inclusive messages:

- Exercise is Healthcare
- Make Your Health & Wellbeing A Priority Today
- Develop a Healthy Mind & Body
- Become Stronger for Your Family
- Strengthen Your Immunity & Your Community
- Lower Your Risk of Disease
- Live an Active & Happy Life

The national campaign will see thousands of fitness, wellness and sports businesses and professionals stand in unity alongside the Singapore Fitness Alliance and Sport Singapore to promote these key messages. You will be able to track and follow the campaign across social media and business media by searching for the hashtag #LetsGetMovingSG

The campaign is held in partnership with Sport Singapore's 'GetActive! Singapore' campaign, as we work together for a common goal – ensuring a stronger and better Singapore for all through sport and physical activities.

"It is heartening to see the sport industry coming together to enable Singaporeans to stay active and fit. We know that being active has helped Singaporeans enjoy better physical and mental well-being during this pandemic and hope Singaporeans will take advantage of this campaign to kickstart their health and wellness journey safely and responsibly." said Teck Yin Lim, CEO of Sport Singapore.

As part of the campaign, many of these businesses are promoting special offers to ensure people can access, try, enjoy and benefit from a range of experiences, classes and workouts.

"We are excited to be reopening our incredible industry, offering choice and value to millions of people in Singapore. We encourage everyone to refocus on their health and wellbeing, to try new experiences, and to visit clubs and gyms near you, to access experienced professionals that can help you strengthen your mind and body" said Sean Tan, President of the Singapore Fitness Alliance and a Director of True Group.

For more information on 'Let's Get Moving Singapore' and the Singapore Fitness Alliance please view here <https://sgfitnessalliance.com/letsgetmovingsg> or contact:

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