

MEDIA RELEASE

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AIC's Silver Generation Office celebrates 10th anniversary with new mascot

*Created by ITE student Ms Kerlyn Koh, the mascot is the winning entry
of a design contest involving seven local tertiary institutions*

The outreach arm of the Agency for Integrated Care (AIC), the Silver Generation Office (SGO), is commemorating its 10th anniversary this year. As part of the celebrations, a new mascot was introduced on SGO's social media platforms today.

2. The mascot is named "Tembi" after the Heritage Tree, a Tembusu at the Singapore Botanic Gardens. With a luscious crown and a sturdy trunk, Tembi embodies the classic attributes of its muse.



Illustration of Tembi, the Silver Generation Office's new mascot.

3. Symbolising longevity and endurance, Tembi brings a cheerful and affectionate disposition, underscored by a thoughtfulness that places the needs of others foremost. Its curiosity and resilience are shown in its desire to always learn new skills and keeping up with the latest digital trends.

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Mascot design contest

4. Tembi was the winning entry of a mascot design contest organised by SGO. The contest sought to create an iconic symbol that galvanises the whole of Singapore towards active ageing and volunteerism, to foster a caring and inclusive society.

5. The contest was announced in March 2024 and submissions were received from more than 70 design students from seven local tertiary institutions. These included Institute of Technical Education (ITE), Nanyang Academy of Fine Arts, Nanyang Polytechnic, Ngee Ann Polytechnic, Republic Polytechnic, Singapore Polytechnic, and Temasek Polytechnic.

6. All entries went through a rigorous screening process and 15 shortlisted submissions were put up on SGO's Facebook page from 28 May to 7 June 2024 for public voting. In addition, scores from appointed judges were also taken into account for the selection of winners. The judging panel included Ms Dawn Lim, Executive Director of Design Singapore Council; Ms Angie Featherstone, Creative Director of The Secret Little Agency (TSLA); and Dr William Wan, Senior Consultant for the Singapore Kindness Movement.

7. The winning entry was submitted by Ms Kerlyn Koh, a first-year Digital Animation student from ITE College Central. The students with the top three designs will be awarded Apple gift cards valued at \$1,000, \$700, and \$300 respectively, with one opportunity to intern with local creative agency, TSLA.

8. "When I heard that my entry was chosen as the final mascot, it was a pleasant surprise. I am greatly honoured to have been selected as the winner and am looking forward to seeing my design come to life in public. Now, whenever I see the SGO mascot, I will be reminded of my memorable experience working on it. I think I will always have a place in my heart for this milestone," said Ms Koh."

9. "We are delighted to see strong enthusiasm from the students and are impressed with the quality of the submissions. Kerlyn's design stood out to us not only for its visual appeal, but also the deep understanding she put in to construct a character that brings the spirit of SGO to life. It is always a joy for SGO to work with students, and we are working toward having more opportunities to do so in future," said Mr Sng Hock Lin, Chief of the Silver Generation Office.

10. Tembi is slated to make its first official appearance at SGO's Team Relay event on 23 August.

SGO's 10th anniversary celebrations

11. The Silver Generation Office first started as the Pioneer Generation Office (PGO) when it was established in 2014. PGO served as last-mile communication of new government schemes, such as the Pioneer Generation Package and Merdeka Generation Package, to seniors who may not readily have the information or know the details of these schemes. In 2018, PGO was subsumed into AIC and renamed SGO, with an evolved the scope of its mission.

12. As it celebrates its tenth anniversary this year, SGO not only engages seniors in their homes on helpful schemes and programmes, but also connects seniors to specific assistance that they may need through its Silver Generation Ambassadors. SGO also supports the Silver Guardian programme, which trains and places volunteers at Active Ageing Centres around Singapore to facilitate activities and befriend seniors.

SGO10 celebration events

Date	Event
4 July	NDP Packs packing event
9 August	NDP Pledge Moment
23 August	SGO10 Team Relay
12 October	SGO10 Anniversary Celebrations
14 October	Launch of story board exhibition with National Library Board

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About the Agency for Integrated Care

The Agency for Integrated Care (AIC) aims to create a vibrant care community for people to live well and age gracefully. AIC coordinates and supports efforts in integrating care to achieve the best care outcomes for our clients. We reach out to caregivers and seniors with information on staying active and ageing well, and connect people to services they need. We support stakeholders in their efforts to raise the quality of care, and also work with health and social care partners to provide services for the ageing population. Our work in the community brings care services and information closer to those in need. For more about us, please visit <https://www.aic.sg>