



MEDIA RELEASE

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AIC's inaugural “Life Unstoppable” roadshow empowers seniors to rediscover play, purpose and passion

The Agency for Integrated Care (AIC) held its first “Life Unstoppable” roadshow at NEX on 23 and 24 August 2025. This event is part of AIC’s “Life Unstoppable” campaign that aims to redefine and reshape perceptions of ageing. The roadshow features a series of interactive and engaging zones to inspire seniors to embrace ageing as a fulfilling and vibrant stage of life.

2. Minister for Health and Coordinating Minister for Social Policies, Mr Ong Ye Kung attended the event on the second day of the roadshow as the Guest-of-Honour. He was joined by Mr Seah Kian Peng, Ms Diana Pang and Mr Goh Pei Ming in their capacities as Grassroots Advisers for Braddell Heights, Geylang Serai and Marine Parade respectively.

3. The roadshow is a rallying call for seniors to live by the belief that “age is just a number, attitude is everything”. It has three engaging zones for seniors to uncover new interests, reignite their sense of purpose, and reconnect with their passions.

- At the “Rediscover Play” zone, seniors are encouraged to get moving and have fun with activities designed to bring out their sense of adventure, such as pickleball and virtual cycling.
- The “Rediscover Purpose” zone challenges outdated beliefs about ageing and showcases opportunities for seniors to volunteer, contribute their skills and stay meaningfully engaged.
- The “Rediscover Passion” zone offers seniors an avenue to explore their talents and hobbies through performances, creative displays and special interest activities led by their peers.

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4. Through the roadshow, the “Life Unstoppable” campaign aims to debunk ageing stereotypes, while celebrating the idea that seniors can participate actively, pursue their passions and give back to society.



Seniors posing for a photo with Guest-of-Honour, Minister for Health and Coordinating Minister for Social Policies, Mr Ong Ye Kung and Grassroots Advisers, Mr Seah Kian Peng, Ms Diana Pang and Mr Goh Pei Ming at AIC’s “Life Unstoppable” roadshow at NEX on 24 August 2025.

5. Among the senior volunteers featured in the “Rediscover Purpose” zone is 74-year-old Mr S.Gopala Krishnan, a former law enforcer. He has been volunteering as an AIC Silver Generation Ambassador since 2017, making house visits to engage seniors and keep them updated about the latest government schemes. Mr Gopala believes that the key to good health is being active. He clocks more than 10,000 steps daily and does weekly strength training to maintain a healthy lifestyle.

6. “AIC’s ‘Life Unstoppable’ campaign serves as a bold reminder that ageing is not a limitation, but a new beginning filled with possibilities and opportunities. Through this roadshow, we want to inspire seniors to step forward, explore their passions and contribute to their community. Together, we can create a future where all seniors feel valued, engaged and ready to thrive in the next chapter of their lives,” said Mr Tan Chee Wee, AIC’s Chief Executive Officer.

7. AIC also extends its appreciation to NEX for its support as a venue sponsor. This partnership has enhanced AIC’s “Life Unstoppable” campaign by enabling greater participation from the public and boosting awareness about our initiative.

8. “As one of Singapore’s largest suburban malls, we at NEX see our role as one that goes beyond retail. Our spaces are the heart of the community, and we believe in creating a welcoming and inclusive environment for people of all ages, including seniors. We are proud to partner with AIC for this inspiring and uplifting initiative, which

reflects our commitment to creating more opportunities for the community to come together,” said Ms Melissa Ang, NEX’s General Manager.

9. For more information about AIC’s “Life Unstoppable” campaign and upcoming events, please visit <https://www.aic.sg/sg60>

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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>.

ABOUT “LIFE UNSTOPPABLE”

Age Well SG

Age Well SG is a national programme led by the Ministry of Health (MOH), the Ministry of National Development (MND), and the Ministry of Transport (MOT) to support seniors to age well in their homes and their communities. It aims to support our seniors to age actively, stay socially connected, and be cared for within their communities.

Life Unstoppable

“Life Unstoppable” is the Agency for Integrated Care’s (AIC) communications campaign to engender positive mindset and attitudes towards ageing among the seniors and public in Singapore through storytelling. This is done in line with the national Age Well SG initiative. By celebrating the attitudes and strengths of vibrant, thriving seniors, we want to illustrate ageing as a new stage of opportunity to live life to the fullest. Through these positive examples, we also highlight resources available to seniors to support their journeys to live and age well within the community.

As Singapore celebrates its 60th birthday in 2025, AIC capitalised on this national milestone, SG60 – by launching the campaign at the beginning of the year to maximise impact and engagement.

Campaign themes

At the heart of the “Life Unstoppable” campaign are three themes: Care, Contribution, and Connectedness.

- Care reminds seniors that looking after one’s physical, emotional and mental well-being are key to living and ageing well. With care and support, seniors can age well with dignity.
- Contribution recognises that seniors are not just recipients of care, but valuable individuals with life experience and wisdom. They can give back and continue to make a difference.
- Connectedness encourages seniors to stay socially engaged and plugged into their communities, helping to reduce isolation while fostering a sense of belonging and purpose.

Inaugural “Life Unstoppable” roadshow

On 23 and 24 August 2025, AIC held its first “Life Unstoppable” roadshow at NEX. This event features three zones with a series of interactive and engaging zones to inspire seniors to embrace ageing as a fulfilling and vibrant stage of life.

Zone 1: Rediscover Play

This zone invites seniors to get moving and have fun with activities designed to bring out their sense of adventure.

- Pickleball launcher: Seniors can try out one of the world’s fastest-growing sport, made accessible just for them.

- Virtual cycling challenge: Cycle through a digital obstacle course on a stationary exercise bicycle and collect points along the way. This activity promotes light physical activity in a fun and gamified way.

Zone 2: Rediscover Purpose

Debunk outdated beliefs about ageing and explore how seniors can continue to make a difference in the community.

- Volunteer Wall: Be inspired by real stories of seniors who volunteer, giving their time and heart to serve various causes. Their journeys reflect that seniors still have much to give back meaningfully to others and the community.
- Classic arcade game, Whack-a-Mole: This interactive experience lets seniors bust common myths about ageing, and refine what purpose looks like today.
- Ideal Pursuits Activity Recommender: A digital tool that matches seniors' interests, lifestyle and availability with activities and courses they wish to pursue, and meaningful volunteering opportunities, showing that purpose is personal and flexible.
- Makeover Photo Booth: Step into a new look and strike a pose. This booth invites seniors to rediscover their confidence and try something fun and unexpected.

Zone 3: Rediscover Passion

Be energised by the creativity and enthusiasm of fellow seniors.

- Stage activities: Enjoy performances by seniors on 24 August including a fashion show, Kungfu dance, and a magic show - proving that seniors can do anything.
- Special interest activities: Attend hands-on sessions led by seniors from various Active Ageing Centres (AACs), sharing their passions such as Chinese calligraphy, Nagomi art and crochet making. These activities highlight the joy of learning, teaching and expressing oneself.

Executions

As part of the “Life Unstoppable” campaign, AIC produced and released three inspiring films celebrating seniors, each carrying messages of life, passion and community. These films can be found on AIC’s YouTube page at <https://www.youtube.com/@aicssingapore>

Beyond digital storytelling, we also actively engaged seniors by participating in community events with outreach booths. These included the Istana Open House on 3 August, and Pa Pa Zao’s third anniversary celebration at Punggol Digital District on 13 July.

For more information about AIC’s “Life Unstoppable” campaign and upcoming events, please visit <https://www.aic.sg/sq60>