

# Building Blocks To Build Bonds



Story and Pictures by  
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“Both of us are working and we don’t usually have much time to play with our children so this is good for us. Our children love LEGO as well and this gives them a chance to use their imagination.”

Lee Jun Yuan (top left), SISEU Executive Committee Member



“This event really helps build strong relationships. Although I was unwell and couldn’t join my family at LEGO, I was happy to just watch them enjoy themselves.”

Shirley Goi, FDAWU Executive Committee Member. Her family is pictured above.

The family that plays together stays together. This could have been the catchphrase for U Family’s latest outing to promote an increasingly pro-family atmosphere in Singapore.

U Family organised a LEGO Building Competition by the Singapore River as part of the National Family Celebrations on 30 May 2009. While there were many activities lined up as part of the carnival, the LEGO competition did indeed bring about some heartwarming scenes of families working together while flaunting their creativity with the popular building blocks.

The theme was apt: My Home. And this was what the 100 families who participated had to express using a box of 576 LEGO bricks within 30 minutes. While some rushed to beat the clock, others were more than content to enjoy a relaxing day out with their families.

“U Family’s goal is to create happy families in Singapore and to provide platforms and opportunities to strengthen bonds and bring families together. Having an event like this where families have the opportunity to be creative and build tiny LEGO cities together helps to reinforce this message and vision of family togetherness.”

Toh Hwee Tin, Alignment Director (U Family)

