

Saturday, 16 August 2025

MEDIA RELEASE

Step Up Your Walking Game with Walking Trails@CDC Explore, Play, Bond, and Win Rewards!

Looking for a fun way to get active, spend quality time with loved ones, and discover new places in your neighbourhood? From journeying to different iconic landmarks across Singapore, to discovering rich heritage and obscure facts, to enjoying a gamified twist while keeping active, residents can come together to enjoy a new programme, aimed at strengthening the community spirit and building greater social cohesion in Singapore.

2 The five Community Development Councils (CDCs), in collaboration with the Government Technology Agency of Singapore (GovTech Singapore), have launched Walking Trails@CDC — an exciting new programme that transforms your routine health and wellness activities into interactive adventures filled with challenges and rewards!

3 Walking Trails@CDC was officially launched on 16 August 2025 at Assumption Pathway School. The event was graced by Mr Edwin Tong, Minister for Law and Second Minister for Home Affairs, and Deputy Chairman (DC) of the People's Association, alongside the five mayors: Ms Low Yen Ling, Mr Alex Yam (Host Mayor), Mr Baey Yam Keng, Mr Dinesh Vasu Dash, and Ms Denise Phua Lay Peng. DC Mr Edwin Tong also gave a speech at the event. Details of the speech will be sent separately.

Blending Health and Discovery

4 Walking Trails@CDC is not your typical stroll. It is a vibrant, fresh, and innovative “phygital” experience that combines physical activity with interactive digital challenges. Designed to promote active living in line with the national Healthier SG initiative—which focuses on preventive health and community wellness—this programme inspires Singaporeans to stay active, explore their communities, and bond with family and friends, all while earning rewards. The initiative aligns with the CDCs’ commitment to building Healthy and Inclusive Communities, and highlights how CDCs support the national agenda with community-level initiatives to rally the public to participate actively.

5 Featuring five uniquely curated trails, with one trail located in each district, participants can explore, access and immerse in iconic local landmarks, park connectors and transport nodes. While experiencing the Walking Trails@CDC

across Singapore, residents will visit checkpoints such as Bukit Timah Railway Station, Little Guilin, Fort Canning Centre, East Coast Beach, and Punggol Promenade Bridge, to name a few. Each trail showcases the rich culture, heritage, and green spaces of the district. CDC will actively seek feedback from the public and explore the possibility of introducing more trails to enhance the user experience.

Building Community Spirit

6 To mark SG60 and build on Singapore's strong social fabric, CDC aims to use the Walking Trails@CDC as a platform to Connect different segments of society and bring the community closer, providing opportunity for families, friends and social groups to come together and bond over a novel and engaging experience.

7 Mdm Sharon Koh, 47, and her son, Mr Sean Ng, 22, have long cherished their weekly walks with the North West Brisk Walking Club. With the launch of Walking Trails@CDC, they are excited to share this new programme with family and friends, offering a fun and rewarding way to discover new places, strengthen their bond, and promote wellbeing for all ages.

Meet the CDC Ollies — Your Digital Trail Buddies!

8 Adding a playful and interactive twist to the experience are the "CDC Ollies," five charming digital mascots that bring the trails to life. Each CDC Ollie embodies one of the CDCs' five community pillars:

- Trailblazer Ollie (Caring)
- Social Ollie (Learning)
- Carefree Ollie (Inclusive)
- Wellness Ollie (Healthy)
- Chic-Eco Ollie (Sustainable)

9 The CDC Ollies not only enrich the experience of the trails but also deepen participants' connection with the community and better align the public with the values that the CDCs champion. Collecting the CDC Ollies unlocks additional rewards and adds extra fun to the adventure.

Earn Rewards as You Walk

10 To encourage active participation, the programme offers up to \$10 in RedeemSG Rewards vouchers per trail. The first 5,000 participants on each trail who complete all five checkpoints or collect all five CDC Ollies in the Side Quest will receive a \$5 RedeemSG Rewards voucher respectively. These

vouchers can be spent at a variety of participating supermarkets, further enriching the experience.

Ready to Start Your Adventure?

11 Visit go.gov.sg/walkingtrailscdc or scan the QR code below to step into a healthier, happier you — one fun step at a time!



<https://go.gov.sg/walkingtrailscdc>

12 Walking Trails@CDC is open to Singapore Citizens and Permanent Residents aged 15 and above with Singpass and CrowdTaskSG accounts. Upon completing a trail, RedeemSG Rewards vouchers are automatically issued and can be accessed via the individual's CrowdTaskSG account.

Annexes

- A. Quotes from Mayors
- B. Programme and Location Map for Launch Event
- C. Information on Five CDCs' Trails
- D. Information on CDC Ollies
- E. Information on RedeemSG Rewards
- F. Glossary and Translation of Key Terms

End

Annex A

Quotes from Mayors

Ms Low Yen Ling (Chinese: 刘燕玲女士)

Mayor of South West District, Chairman of Mayors' Committee

"The launch of Walking Trails@CDC aims to build healthy and inclusive communities across Singapore. The phygital trails offer families and friends of all ages a novel way to walk and discover their neighbourhood together. In addition, this experience will bond the young and old as they learn about the history, hidden gems and iconic landmarks through interactive challenges found on the trail. Technology can enhance our social activities and support active living. We hope this SG60 collaboration with GovTech Singapore in support of Healthier SG will encourage Singaporeans to have fun together, explore and experience our home truly."

Mr Alex Yam (Chinese: 任梓铭先生)

Mayor of North West District

"With the largest Brisk Walking Community in Singapore, as well as 5 other Healthy Living Clubs, North West CDC has been championing health and wellness and bringing the community together through these community activities over the years. The North West route of the Walking Trails@CDC integrates green spaces with nature's iconic landscapes, providing both seasoned walkers and newcomers a chance to stay active and strengthen bonds while exploring the checkpoints within our district."

Mr Baey Yam Keng (Chinese: 马炎庆先生)

Mayor of North East District

"Walking Trails@CDC can turn everyday walks into meaningful adventures that bring our communities closer together. As we celebrate SG60, this programme perfectly captures our spirit of embracing technology while preserving our heritage. Along these curated trails, residents can uncover hidden gems in their neighbourhoods, stay active with family and friends, and create shared experiences that strengthen bonds and promote healthier, happier lives together."

Mr Dinesh Vasu Dash (Chinese: 迪内希先生)
Mayor of South East District

“Walking Trails@CDC transforms residents’ everyday spaces into opportunities for active living and community bonding. This is good for both their physical and mental health. From Fort Tanjong Katong and East Coast Beach to Siglap Canal Lookout Deck, residents can stay fit while discovering our rich heritage. This seamless blend of technology, nature and heritage exemplifies how we are building a more connected and sustainable community together.”

Ms Denise Phua Lay Peng (Chinese: 潘丽萍女士)
Mayor of Central Singapore District

“Walking Trails@CDC transforms Central Singapore’s city landmarks into living classrooms. Each stop along our trail reveals hidden heritage gems and untold stories of our district. This innovative programme encourages residents to stay active while discovering the rich cultural tapestry that makes Central Singapore unique.”

About the Community Development Councils (CDCs)

Since 1997, the CDCs have been bridging communities by strengthening social infrastructure, building social resilience and social capital, and promoting a culture of giving back, through the following ways:

- (a) Aggregator of Needs and Resources
- (b) Builder of Capability / Capacity in Partners and Networks
- (c) Connector of Communities

There are five CDCs, namely, Central Singapore, North East, North West, South East and South West CDCs. Mayors of the Districts are Chairman of the respective CDCs. The Office of the Mayors comprises:

- | | |
|-----------------------------|--|
| (a) Ms Low Yen Ling | Chairman of Mayors' Committee & Mayor of South West District |
| (b) Mr Baey Yam Keng | Mayor of North East District |
| (c) Mr Dinesh Vasu Dash | Mayor of South East District |
| (d) Ms Denise Phua Lay Peng | Mayor of Central Singapore District |
| (e) Mr Alex Yam | Mayor of North West District |

For more information, please visit www.cdc.gov.sg and www.pa.gov.sg.

Annex B

Programme for Launch Event

Date: 16 August 2025, Saturday

Time: 7.00am – 9.00am

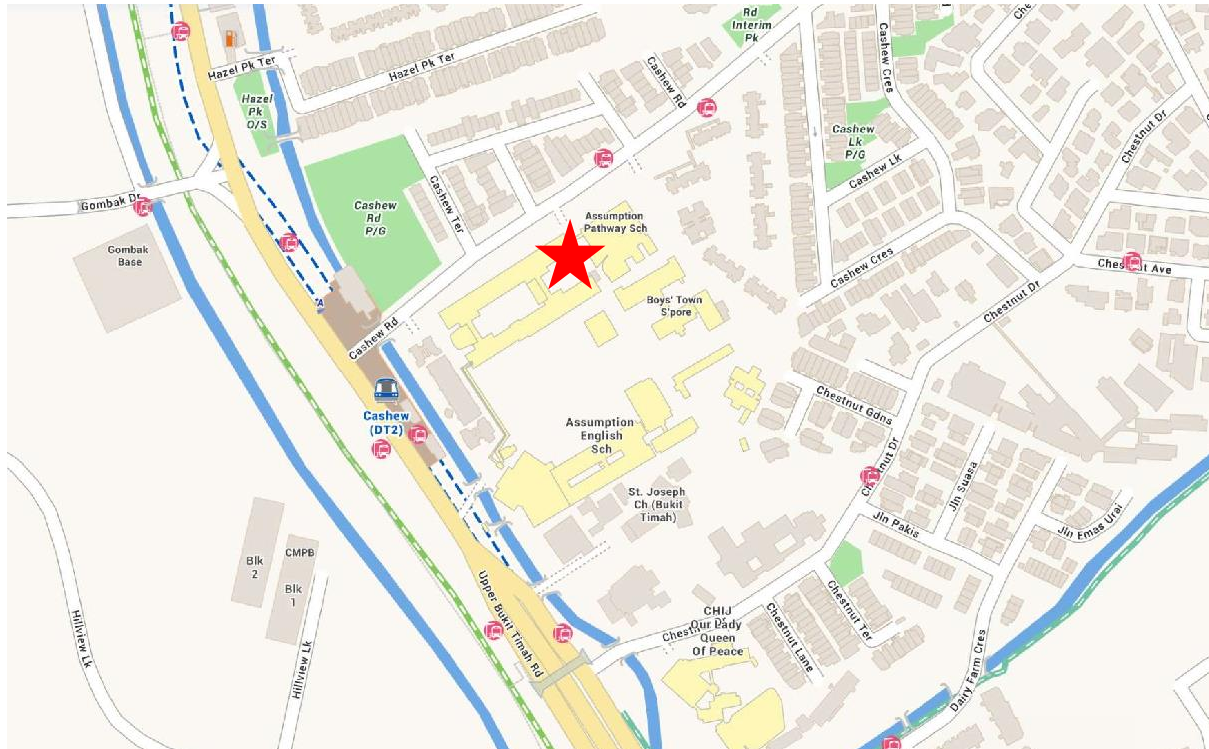
Venue: Assumption Pathway School, 30 Cashew Rd, Singapore 679697

Programme:

Time	Programme
7.00am	Arrival of Guests
7.20am	Arrival of Mayors (a) Ms Low Yen Ling, Chairman of Mayors' Committee & Mayor of South West District (b) Mr Alex Yam, Host Mayor, Mayor of North West District (c) Mr Baey Yam Keng, Mayor of North East District (d) Mr Dinesh Vasu Dash, Mayor of South East District (e) Ms Denise Phua Lay Peng, Mayor of Central Singapore District
7.30am	Arrival of GOH (a) Mr Edwin Tong, Minister for Law & Second Minister for Home Affairs, People's Association Deputy Chairman
7.35am	Group Photo Taking
7.40am	Welcome Address by Host Mayor Mr Alex Yam, Mayor of North West District
7.45am	Speech by GOH
7.50am	Launch of Walking Trails@CDC by GOH and Mayors
8.00am	Commencement of Walking Trails@CDC and Flag Off GOH, Mayors, and Guests will walk from Assumption Pathway School → Checkpoint 1: Opp Cashew MRT → Checkpoint 2: Access Path from Hillview Road → The Rail Mall (approximately 1.6km)
9.00am	End of Programme

Location Map for Launch Event

Assumption Pathway School
30 Cashew Rd, Singapore 679697



Annex C

Information on Five CDCs' Trails

Central Singapore CDC Trail (Distance: approx. 4.7km)



North East CDC Trail (Distance: approx. 4.5km)



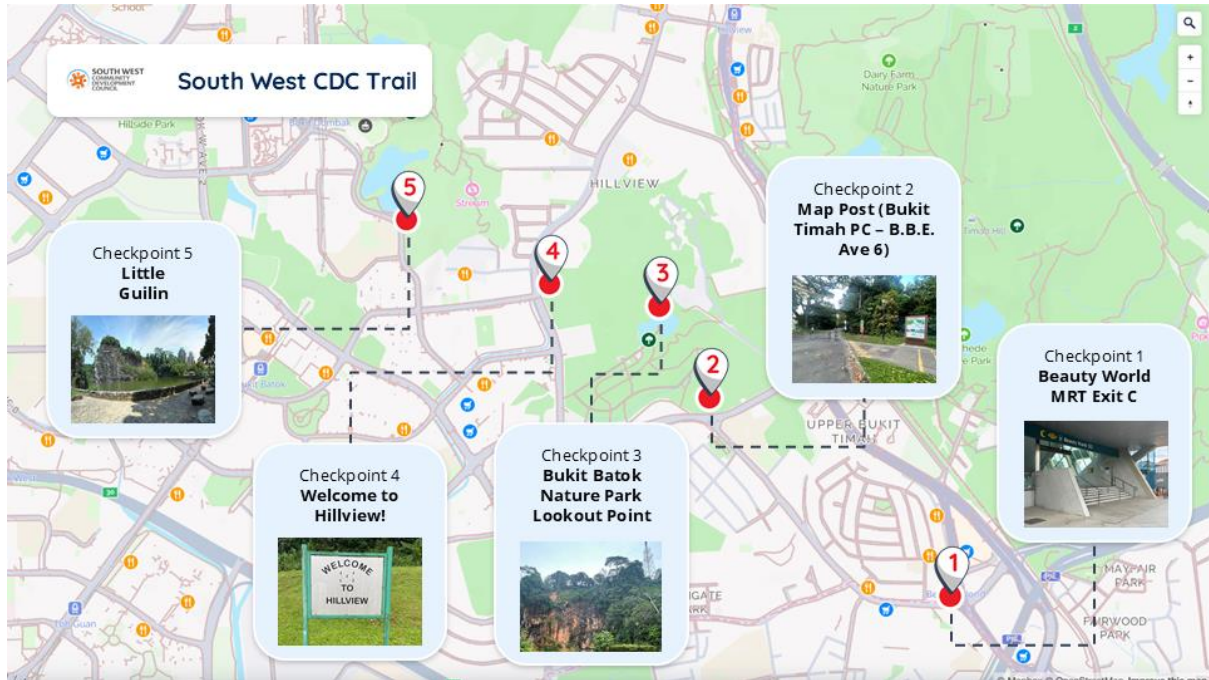
North West CDC Trail (Distance: approx. 5.5km)



South East CDC Trail (Distance: approx. 4.9km)



South West CDC Trail (Distance: approx. 4.35km)



Annex D

Information on CDC Ollies

Trailblazer Ollie



Practical, reliable, and meticulous, Trailblazer Ollie is the perfect guide for any adventure, making sure you're well taken care of on the journey.

MBTI Personality: ISTJ

CDC Community Pillar: Caring

Social Ollie



Enthusiastic, creative, and sociable, Social Ollie loves to connect with others and share her learnings and discoveries.

MBTI Personality: ENFP

CDC Community Pillar: Learning

Carefree Ollie



Fun-loving, carefree, and always ready for the next adventure, Carefree Ollie spreads joy and laughter, making everyone feel welcome and included.

MBTI Personality: ESFP
CDC Community Pillar: Inclusive

Wellness Ollie



Nurturing, responsible, and detail-oriented, Wellness Ollie is dedicated to advocating healthy habits amongst his pals.

MBTI Personality: ISFJ
CDC Community Pillar: Healthy

Chic-Eco Ollie



Social, outgoing, and fashion-forward, Chic-Eco Ollie loves to bring people together through her passion for sustainability, style and community events.

MBTI Personality: ESFJ

CDC Community Pillar: Sustainable

Annex E

Information on RedeemSG Rewards

RedeemSG is a voucher system for the Singapore Government developed by Open Government Products, GovTech. RedeemSG Rewards can be spent at this list of [participating supermarkets](#).

Residents can identify participating supermarkets to use their RedeemSG Rewards by looking for the following decal displayed at the cashier counters.



Annex F

Glossary and Translation of Key Terms

S/N	Key Term	Chinese Translation	Malay Translation	Tamil Translation
1	Community Development Council (CDC)	社区发展理事会	Majlis Pembangunan Masyarakat	சமூக மேம்பாட்டு மன்றம்
2	Central Singapore CDC	中区社区发展理事会	Majlis Pembangunan Masyarakat Singapura Tengah	மத்திய சிங்கப்பூர்ச் சமூக மேம்பாட்டு மன்றம்
3	North East CDC	东北社区发展理事会	Majlis Pembangunan Masyarakat Timur Laut	வடகிழக்குச் சமூக மேம்பாட்டு மன்றம்
4	North West CDC	西北社区发展理事会	Majlis Pembangunan Masyarakat Barat Laut	வடமேற்குச் சமூக மேம்பாட்டு மன்றம்
5	South East CDC	东南社区发展理事会	Majlis Pembangunan Masyarakat Tenggara	தென்கிழக்குச் சமூக மேம்பாட்டு மன்றம்
6	South West CDC	西南社区发展理事会	Majlis Pembangunan Masyarakat Barat Daya	தென்மேற்குச் சமூக மேம்பாட்டு மன்றம்
7	Government Technology Agency of Singapore (GovTech Singapore)	政府科技局	Agensi Teknologi Pemerintah	அரசாங்கத் தொழில்நுட்ப அமைப்பு
8	CrowdTaskSG	集思共创 SG 平台	Platform Tugas AwamSG	கருத்துச் சேகரிப்பு SG
9	Walking Trails@CDC	社区发展理事会齐步乐探计划	Jejak Berjalan@CDC	CDC சமூக மேம்பாட்டுக் கழகத்தின்

				நடைப்பயிற்சிப் பாதைகள்
10	Trailblazer Ollie	开拓 Ollie	Ollie Perintis Jejak	டிரெயில்ப்ளேசர் (Trailblazer) Ollie
11	Social Ollie	社交 Ollie	Ollie Sosial	சோஷியல் (Social) Ollie
12	Carefree Ollie	无忧 Ollie	Ollie Tanpa Riasu	கெயர்ஃப்ரீ (Carefree) Ollie
13	Wellness Ollie	保健 Ollie	Ollie Kesejahteraan	வெல்னஸ் (Wellness) Ollie
14	Chic-Eco Ollie	时尚环保 Ollie	Ollie Bergaya Lestari	சிக்-எக்கோ (Chic- Eco) Ollie