

Dear Parents,

In conjunction with Teachers' Day Celebrations, MOE will be celebrating Coaches' and Instructors' Day to recognise the good work of coaches and instructors in our schools.

MOE, Sport Singapore (SportSG) and National Arts Council (NAC), have come together to start an online movement for students and parents to show appreciation for coaches and instructors, through MCCY's digital appreciation board.



We would like to take this opportunity to share with parents the link and QR code, for parents and students to post appreciation messages for coaches and instructors who are supporting schools in the holistic development of our children.

Let's show our appreciation by sending them a message.

Link to <u>post</u> appreciation messages	https://www.appreciate.gov.sg/message/coaches-instructors/
QR Code to <u>post</u> appreciation messages	
Link to <u>view</u> appreciation messages	https://www.appreciate.gov.sg/gallery/
QR Code to <u>view</u> appreciation messages	

Coaches Day Celebration (Organised by CoachSG)

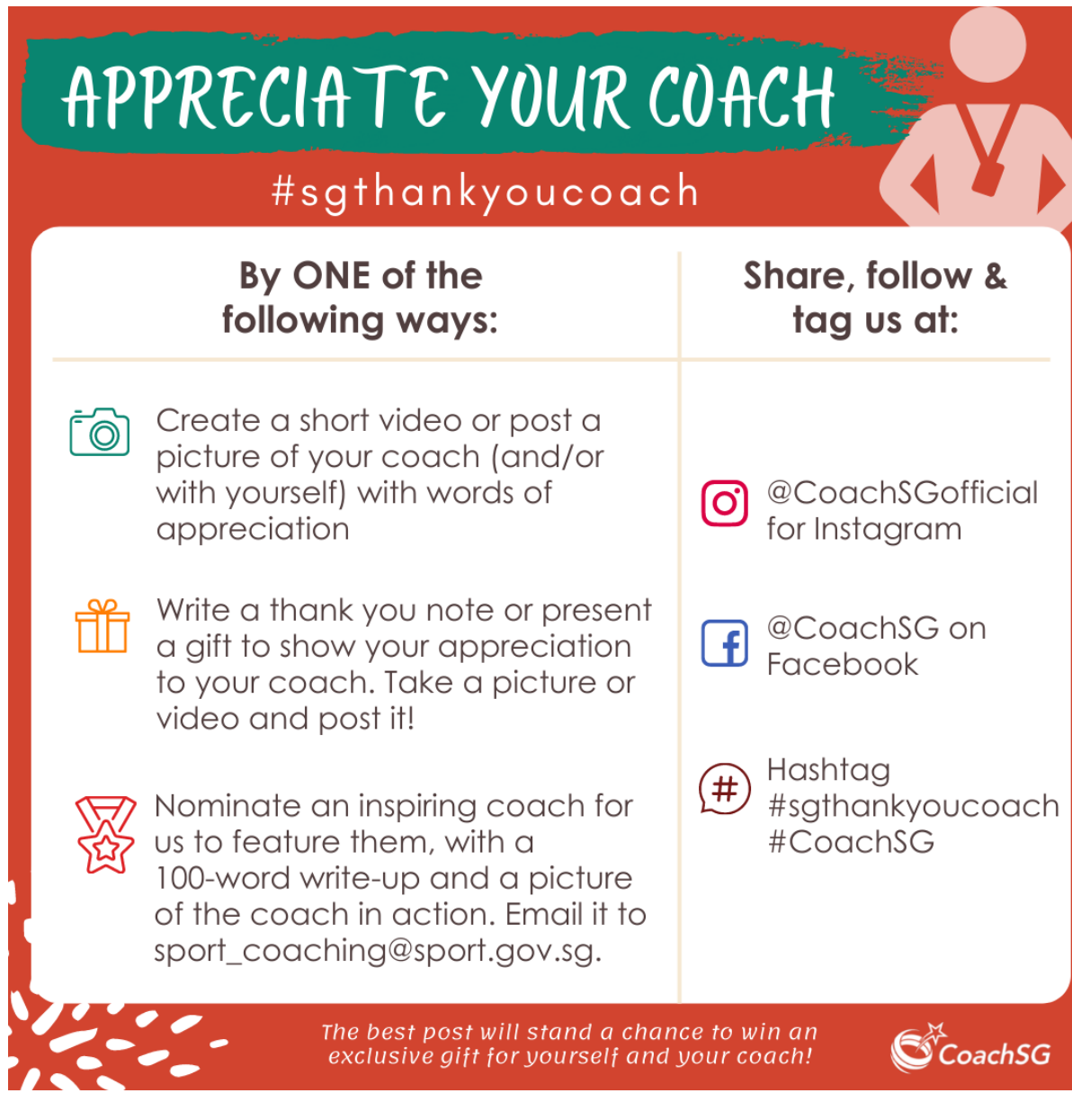
CoachSG, will also be organizing a #sgthankyoucoach campaign in September. The details can be found below.

(i) Inspiring Coach Feature

To share and nominate an inspiring coach for SportSG to feature on their social media platforms, please include a 100-word write-up together with a picture of the coach in action and email it to sport_coaching@sport.gov.sg

(ii) Appreciation Messages to Coaches on Social Media







Athletes/students are encouraged to show their appreciation to their coaches by posting thank you messages on their social media platforms. Please include the hashtag #sgthankyoucoach #coachsg and tag @CoachSGOfficial (Instagram) and @CoachSG1 (Facebook). Athletes/students can also post the #sgthankyoucoach campaign publicity poster on their social media platforms.




The poster features a red background with a green brushstroke at the top containing the title 'APPRECIATE YOUR COACH' in white. Below the title is the hashtag '#sgthankyoucoach' in white. On the right side, there is a silhouette of a person wearing a red vest and a whistle. The main content is organized into two columns. The left column is titled 'By ONE of the following ways:' and lists three ways to show appreciation: creating a video or photo, writing a note or gift, and nominating a coach. The right column is titled 'Share, follow & tag us at:' and lists social media handles and hashtags for Instagram, Facebook, and a general hashtag. At the bottom, there is a red banner with white confetti on the left, a quote about winning a gift, and the CoachSG logo on the right.

APPRECIATE YOUR COACH

#sgthankyoucoach

By ONE of the following ways:	Share, follow & tag us at:
 Create a short video or post a picture of your coach (and/or with yourself) with words of appreciation	 @CoachSGofficial for Instagram
 Write a thank you note or present a gift to show your appreciation to your coach. Take a picture or video and post it!	 @CoachSG on Facebook
 Nominate an inspiring coach for us to feature them, with a 100-word write-up and a picture of the coach in action. Email it to sport_coaching@sport.gov.sg.	 Hashtag #sgthankyoucoach #CoachSG

The best post will stand a chance to win an exclusive gift for yourself and your coach!



Thank you for your kind attention.