



FOR IMMEDIATE RELEASE

RELAY MAJULAH 2026 KICKS OFF NATIONWIDE CHARITY MOVEMENT: EMPOWERING SENIORS TO AGE WELL THROUGH ULTRA-SLOW JOGGING

Co-organised by Li Foundation and Lions Clubs of Singapore, in partnership with Sport Singapore and IHH Healthcare, the year-long ground-up initiative champions intergenerational wellness, community connection, and fundraising for Lions Befrienders via Community Chest.

SINGAPORE, 31 AUGUST 2026 – Relay Majulah returns this year as a ground-up community charity movement themed “For the Elderly in Our Community.” More than a traditional endurance run, Relay Majulah 2026 is a year-long national campaign that rallies Singaporeans across generations to slow down, move together, and walk alongside our seniors.

As Singapore navigates its transition into a super-aged society, the initiative aligns closely with national efforts such as the Age Well SG programme, advocating for purposeful longevity, preventive health, and active community participation.

Under the rallying call “Slow Mo, Let’s Go!”, Relay Majulah 2026 introduces Ultra-Slow Jogging (超慢跑) as its core inclusive activity. Originating as a low-impact, accessible form of aerobic exercise, ultra-slow jogging allows seniors, caregivers, and individuals of all fitness levels to move safely and comfortably together without joint strain, ensuring that physical activity is barrier-free for everyone.

Official Launch at Marina Bay Sands

Relay Majulah 2026 will officially launch on Saturday, 29 August 2026, from 4:00 PM to 8:00 PM at Marina Bay Sands, held in conjunction with the annual Community Chest Heartstrings Walk.

The launch event will feature a live ultra-slow jogging stage demonstration by seniors from Lions Befrienders. The event will also be graced by **Minister Masagos Zulkifli**, alongside **Mr. Danny Koh**, Chairman of Community Chest; **Mr. Lionel Li**, Founder and Chairman of Li Foundation; the District Governor of Lions Clubs of Singapore; leadership from Lions Befrienders Singapore; and corporate donors including Tencent and Haidilao.

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Year-Long Community Activations Across Active Ageing Centres

Following the official launch, the campaign will kick off across 11 Lions Befrienders Active Ageing Centres (AACs) islandwide. These centres will serve as community ground-zero hubs where seniors, youth, corporate volunteers, and local residents can regularly participate in ultra-slow jogging sessions, wellness workshops, and social interaction.

Additional neighbourhood activations, partner programmes, and corporate engagement initiatives will roll out progressively throughout the year to foster lasting social bonds and counter senior isolation.

"Relay Majulah has always embodied Singapore's spirit of resilience, unity, and mutual care. This year, we wanted to champion an inclusive movement that touches hearts at the grassroots level. By introducing ultra-slow jogging across Lions Befrienders' Active Ageing Centres islandwide, we are creating sustainable, year-long touchpoints for Singaporeans to connect with our elders. We hope to inspire communities and corporate donors to rally behind our seniors and make active ageing a shared national journey."

— Ms. Candy Goh, Director, Li Foundation

Direct Beneficiary: Lions Befrienders Singapore

All public and corporate donations raised through Relay Majulah 2026 will be channelled through Community Chest, the philanthropic arm of the National Council of Social Service (NCSS), to benefit Lions Befrienders and their programmes and services.

The funds will directly sustain critical social support networks, preventive healthcare trials, befriending services, and active ageing programmes that empower vulnerable seniors to live with dignity, social connection, and purpose.

"Social isolation remains one of the most critical challenges facing seniors in Singapore today. Relay Majulah 2026 is more than a fundraising drive; it is a ground-up community movement where families, youth, and corporate partners actively walk and jog shoulder-to-shoulder with our seniors. Every dollar raised through Community Chest will directly sustain our network of befriending services and holistic wellness programmes, ensuring our vulnerable seniors age with dignity, joy, and peace of mind."

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— Ms. Karen Wee, Executive Director, Lions Befrienders

How the Public Can Participate and Give

Participation is open to everyone regardless of age or fitness background:

- **Move Together:** Members of the public, schools, and corporate organisations are encouraged to adopt ultra-slow jogging in their daily routines, organise walking/jogging groups, and join activations at participating Active Ageing Centres.
- **Donate via PayNow / Giving Platforms:** Scan the official campaign QR code via banking apps or giving portals.

You can also support via the PayNow QR Code below



- **Tax Deductions:** Donors eligible for 250% tax deductions. Donation page via ComChest website will be available <https://www.comchest.gov.sg/>

You can also support via the ComChest website through this QR Code below



<https://go.gov.sg/relay-majulah-2026>

For more information on the campaign, route updates, and community activities, please visit:
<https://relaymajulah.sg/>

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About Lions Befrienders

Established in 1995, Lions Befrienders Service Association (Singapore) [LBSA] is a social service agency dedicated to providing holistic care and support to help seniors age healthily in place through community participation, enabling them to enjoy purposeful and meaningful lives. Supported by nearly 1,000 regular volunteers, LBSA engages close to 13,000 seniors through a spectrum of integrated eldercare services that address their social, emotional, mental, physical, and spiritual needs. LBSA currently operates 11 Active Ageing Centres, two Community Case Management Services regions (East & West), enhanced Home Personal Care (HPC+) services across Queenstown, Clementi, and Tampines, alongside counselling programs that reach out to socially isolated seniors.

About Li Foundation

Li Foundation is a Singapore-registered charity and the family foundation of venture capitalist, Mr Lionel Li, with a mission to inspire and impact lives by maximising everyone's potential. It delivers and supports innovative programmes, anchored on six key pillars:

- Sport Shapes Lives
- Collaborative Philanthropy
- Philanthropic Leadership
- Impact Investment
- Social Innovation
- Inspiring Asia

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