



**DYSLEXIA ASSOCIATION
OF SINGAPORE**

HELPING DYSLEXIC PEOPLE ACHIEVE

PATRON: MRS GOH CHOK TONG

MEDIA RELEASE

DAS brings dyslexia awareness to the Central Business District

World Dyslexia Awareness Week 2018 at UOB Plaza Atrium at Raffles Place

SINGAPORE, 5 OCTOBER 2018 – The Dyslexia Association of Singapore (DAS) today extended awareness about dyslexia and other specific learning differences (SpLD) to the city centre, with the support of United Overseas Bank (UOB). An exhibition, which was opened to the general public, was held from 9am to 5pm at the UOB Plaza Atrium at Raffles Place, bringing the World Dyslexia Awareness Week (WDAW) to a high note.

The exhibition presented key facts about dyslexia through poster and video displays to enable the public to understand reading, writing and other challenges faced by children with dyslexia, as well as interventional services available from DAS for these children. Visitors also deepened their understanding of dyslexia through interactive games and appreciated the many talents of children with dyslexia through a display of artworks created by DAS students from the DAS 'Artventure' programme. The event also raised funds for needy children with dyslexia through the sale of books published by DAS and donation boxes.

DAS also conducted an awareness talk on dyslexia for UOB employees, sharing insights on the causes, signs and intervention strategies of dyslexia.

The event is part of a series of activities by DAS from 1 to 7 October 2018, in commemoration of WDAW. So far, DAS has amassed about 23,000 views and 900 shares within 24 hours for its '[I WISH YOU KNEW](#)' video capturing voices of children with dyslexia; engaged more than 150 participants at their seminar for professionals and parents working with children with SpLD; and launched the 'DARE TO DREAM' fundraising campaign that aims to raise \$100,000 to support financially needy children with dyslexia.

"DAS is very thankful to UOB for their support towards children of dyslexia and is excited to take our partnership a step further by holding this awareness event at their premises in the heart of CBD. Parents of children with dyslexia may not understand why they are struggling with learning in school. Through such collaborative efforts with corporate partners, DAS hopes to help more working parents understand dyslexia and other SpLD and gain access to interventional support that will help their child achieve their fullest potential," said Mr. Lee Siang, CEO of DAS.

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ABOUT DYSLEXIA ASSOCIATION OF SINGAPORE (DAS)

Registered in 1991, the Dyslexia Association of Singapore (DAS) is today a vibrant voluntary welfare organisation with over 250 full-time staff who provide a wide array of services for dyslexics in Singapore. DAS Educational Therapists, Speech and Language Therapists and Specialist Psychologists provide support for over 3,500 preschool, primary and secondary school students in 14 centres all over Singapore. DAS also teaches in five PCF preschool centres.

DAS recognises that children with dyslexia and Specific Learning Differences (SpLD) require a comprehensive and holistic range of programmes and services. SpLD Assessment Services, the DAS assessment arm, conducts assessments in areas such as dyslexia, dyscalculia, attention deficit hyperactivity disorder (ADHD), school readiness and many more. The Main Literacy Programme at DAS supports over 3,000 students and provides critical intervention in areas such as reading fluency and comprehension, spelling and writing. Besides the main literacy programme, DAS, through its Specialised Educational Services (SES) Division, also offers support in Mathematics, Chinese, English Exam Skills and Science. Through SES, DAS now offers programmes in non-academic pursuits such as Speech and Drama and Art ventures. Increasingly, DAS will provide support for dyslexics who are also impacted by other SpLDs such as ADHD, dyspraxia, dyscalculia and non-verbal learning differences. Additionally, young adults in Institutes of Higher Learning are able to access assessment and specialist tutoring services.

The DAS training arm, DAS Academy, provides diploma and masters level courses for the professional development of special needs and mainstream teachers and other educational professionals.

MEDIA CONTACT

Kathlyn Loke
Associate
The Right Spin Public Relations
Tel: +65 6325 5927
Email: kathlyn@therightspin.com.sg

Deborah Hewes
Head of Publicity and Publications
Dyslexia Association of Singapore (DAS)
Tel: +65 6594 0350
Email: deborah.hewes@das.org.sg

Esther Lim
Associate
The Right Spin Public Relations
Tel: +65 6325 5935
Email: esther@therightspin.com.sg