

Singapore's "National Night" Encourages Citizens to Make Babies



A shot from the meant-to-be inspirational "National Night" video. Photo: [Mentos National Night](#)

Singapore's "unbelievably low birthrates" have inspired "National Night," a campaign to encourage Singaporean couples to "let their patriotism explode" on August 9. Presented by [Mentos](#) in partnership with the Singaporean government, National Night is meant to help Singaporeans "give birth to a nation" and to give "our country to population spurt it so desperately needs." (Literature on National Night, however, is careful to note that this exhortation extends only to "financially secure adults in stable, committed long-term relationships.")

Mentos made this catchy tune to try to inspire Singaporeans to get randy:

After the parades on August 9, the song will play, cueing potential parents that it's time to do their civic duty for the country.

Singapore's population is in steady decline thanks to waning birthrates, with the country's growth rate currently hovering at around 1 percent per year according to the United Nations. Although the situation is not as dire as in countries like Japan and Germany, which have negative population growth rates, the Singaporean government is concerned, so it's pushing for a more parent-friendly environment that includes longer maternity and paternity leaves and larger housing for growing families.

In contrast, in countries like Liberia and Zimbabwe, the growth rate is greater than 4 percent

per year. India's population of 1.2 billion is increasing by 1.46 percent per year, while China's population of 1.3 billion is relatively stable at about 0.48 percent annual growth. With a global population of up to 10.5 billion [projected for 2050](#), Singapore might do better by changing its tune to "National Adoption Night" rather than add to the world's growing masses.

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