PAP's party slogan “Staying Together, Moving Ahead” is an adaptation from SMU student Jovine Loy's proposed title for a mock Budget Statement which she came up with at a session for students organized by the Ministry of Finance. She crafted the title at the budget forum by putting herself in the shoes of the Finance Minister. With her proposed title which was then “Staying Together, Staying Ahead”, she won highest votes among the 300 over undergraduates and junior college students who attended the event.

Mr Lim Boon Heng, Minister in the Prime Minister's Office and Secretary-General of the National Trades Union Congress suggested to PM Lee to use her title for the PAP party slogan. After some revision and obtaining Jovine Loy’s permission, the final slogan became “Staying Together, Moving Ahead”.

22-year-old Jovine Loy was proud of her achievement but never expected her proposal to become such a big thing.

She was unable to attend the rally as she had examinations. She said: “Community service has made me realize there is a gulf between the rich and the poor. Hence I feel there is a need to remind Singaporeans to help the less fortunate. This could be the point that people are able to identify with.”