

MEDIA RELEASE

For immediate release

“Mandarin. It Gets Better With Use.” Short Video Clip Contest (Closing date: 11 April 2012)

20 January 2012 – This Lunar New Year, the Promote Mandarin Council (PMC), in partnership with omy.sg, is introducing a new initiative – the “Mandarin. It Gets Better With Use” Short Video Clip Contest – to encourage Chinese Singaporeans to use Mandarin in their daily lives.

This Chinese New Year will be a great opportunity for interested participants to create a video when families and friends get together.

First, choose a theme which could be a Mandarin term or phrase and then create a Mandarin video of no longer than one minute. Some examples are “积极”, “轻松” and “兴高采烈”. For more inspirations, please visit <http://blog.omy.sg/use-mandarin>.

Creative submissions may be in the form of a comedy, skit, short story or any other format that will best demonstrate the chosen Mandarin term or phrase.

Participants can look forward to a slew of exciting prizes. The two best entries stand to win the Judges’ Pick Award and The Most Popular Award – each comprising of a \$1,000 cash prize and an iPad 2. In addition, prizes will be given away fortnightly.

The Contest is open till 11 April 2012. For more information, please visit <http://blog.omy.sg/use-mandarin>.

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About the Speak Mandarin Campaign 2011/2012

This year marks the 32nd anniversary of this nationwide campaign that was first launched in 1979 by then Prime Minister Lee Kuan Yew. The objective then was to encourage Chinese Singaporeans to use Mandarin instead of dialects. Over the years, the campaign has shifted its focus to encourage Chinese Singaporeans to both embrace speaking Mandarin and enjoy an appreciation for Chinese culture and language.

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