



## MEDIA RELEASE

### Making '华语 COOL' your lifestyle theme

*Speak Mandarin Campaign returns with fun programmes and partnerships to help post-65ers embrace the language's use as part of everyday life*

**Singapore, 30 October 2007** – “Speak Mandarin - Are You Game?” and in Chinese, “讲华语, 你肯吗?” is the tagline for Speak Mandarin Campaign 07/08 (SMC 07/08).

2 The Speak Mandarin Campaign is promoting Mandarin as an enjoyable, fun and a living language via popular lifestyle activities to show how Chinese Singaporeans can embrace Mandarin in their daily lives. This is the key message of the Speak Mandarin Campaign 2007/2008 (SMC 07/08).

3 Starting 5 November 2007, a series of fun and engaging partnership programmes and activities will be introduced over the next 12 months. The Promote Mandarin Council is in the midst of exploring new lifestyle launch pads to encourage English-speaking Chinese Singaporeans to enjoy speaking Mandarin and appreciate the Chinese language, heritage and traditions more in our daily lives.

4 “We want to promote Mandarin and encourage its use as a lifestyle language. So far, the Campaign’s ‘movies, music, metaphors’ approach has been very well-received. For this new Campaign year, we’re broadening and deepening the lifestyle thrust, into new areas such as sports and culture. As new details of the Campaign unfold, we’re sure that our target audience will be increasingly excited and motivated”, said Mr Kenneth Tan, Chairman of the Promote Mandarin Council.

5 The long-standing campaign has tied up with organizations as partners for SMC to put together activities and programmes that will target a wide audience. The campaign has also invited individuals from all walks of life to be SMC Activists to promote the use of Mandarin in their areas of influence. More than 20 partners and activists are currently on board. SMC is looking for more partners and activists to spread the campaign's message throughout the year.

6 Categorized mainly under three key strands, **Sports, Culture** and **The Arts, Design and Lifestyle**, highlights include:

- **Sports**

Minister Lim Swee Say will announce the details of this at the launch of SMC 07/08 on 5 November 2007.

- **Culture**

Experts like Dr Hong Hai will share his interest and expertise in Traditional Chinese Medicine and Chinese Philosophy in English and introduce Chinese names and terms in the process, making these accessible to Chinese Singaporeans who are interested but may not be adequately equipped with Chinese vocabulary to learn on their own. Media partners like oMY.com and My Paper will support these initiatives.

Partners including Theatre Practice and Funkie Monkeys will be tapping on theatre and music to encourage Chinese Singaporeans to enjoy speaking Mandarin.

EduPlus Language Centre's Founder and Principal, Chang Mei Hsiang will host and launch a CD, *Top 100 Misused Chinese Phrases* with celebrity voices like MP Baey Yam Keng, Minister Mentor's Chinese Teacher, Chua Chee Lay and Ocean Butterfly's Billy Xu Huan Liang.

On the travel front, Wotif.com has brought in partners Jetstar and Days Inn China on a travel blog giving personal recommendations of where to go and what to eat. They will also talk about the nuances of doing business in China.

- **The Arts, Design and Lifestyle**

Partners such as Night and Day – Bar+Gallery+Friends and 77<sup>th</sup> Street will come together for the first time with some of Singapore's 'edgy' designers to create an exciting initiative to promote SMC 07/08. Details are being worked out.

Theatre Practice will also continue to make Chinese Theatre accessible to Singaporeans who are interested in Chinese Theatre and culture, thus, opening the doors to SMC's target audience.

7 Other partners include ComfortDelGro and SMRT, who will offer visibility for the campaign through outdoor advertising. The National Library Board will also continue to run programmes at libraries across the nation on Chinese language and culture.

8 More details of the campaign and partners as well as the events calendar are available online at [www.mandarin.org.sg](http://www.mandarin.org.sg).

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