

**19 January 2016**  
**For immediate release**

**Online registration for the fourth  
Speak Mandarin Campaign Parent-Child Talent Competition  
now open**

(closing date: 28 February 2016)

More families and teams can now participate in the annual Speak Mandarin Campaign Parent-Child Talent Competition, with the introduction of a new **pre-school category** this year.

Added by popular request from parents who wanted to participate with their younger children, the fourth edition of this nationwide competition is now open to families with children aged three to 12 years old.

To take part, parents can form teams of up to three members with their children and put up four-minute performances in Mandarin, based on the theme “Growing Up”. Online registration starts Monday, 11 January 2016 and will close on Sunday, 28 February 2016. Interested parents can sign up online at <http://goo.gl/forms/FgDvvQCrzy>.

The Speak Mandarin Campaign Parent-Child Talent Competition is an annual initiative by the Promote Mandarin Council to support parents in creating a conducive home environment for their children’s language learning. Over the past three years, many participants have shared positive feedback on their experiences and expressed appreciation for how the preparation process has encouraged the family to use Mandarin in their everyday communication.

This year’s participants will present their performances at the Preliminary Round on Saturday, 2 April 2016. Shortlisted Finalists will vie for the first prize at the Grand Finals, to be held on 28 May 2016.

More details can also be found on <http://mandarin.org.sg/en/events/parent-child-talent-competition-2016> and in Annex A attached.

###END###

**For media enquiries, please contact:**

Ms Lee Min Jie  
Campaign Manager  
Speak Mandarin Campaign  
Language Division  
National Heritage Board  
Email: [LEE\\_Min\\_Jie@nhb.gov.sg](mailto:LEE_Min_Jie@nhb.gov.sg)  
DID: +65 6332 4601

## Annex A

### About the Speak Mandarin Campaign Parent-Child Talent Competition 2016

The Speak Mandarin Campaign Parent-Child Talent Competition is a nationwide competition that provides an opportunity for parents to bond and have fun, while learning and speaking Mandarin with their children.

The Parent-Child Talent Competition was first launched in 2013 and is now into its fourth edition.

This year's Competition will also launch a new category to allow more families to participate in this exciting event.

### Categories

Parents can form teams of up to three members with their children and put up four-minute performances in Mandarin, based on the theme "Growing Up".

There are three participation categories:

Category	Participating criteria
A [NEW]	For participating teams with elder child born between 2 January 2010 and 1 January 2013 (aged between 3 and 6 years old).
B	For participating teams with elder child born between 2 January 2008 and 1 January 2010 (aged between 6 and 8 years old).
C	For participating groups with elder child born between 2 January 2004 and 1 January 2008 (aged between 8 and 12 years old).

Participants will present their performances during the Preliminary Round on Saturday, 2 April 2016. Shortlisted finalists will enter the Grand Finals on Saturday, 28 May 2016.

### Registration

Online registration can be made via <http://goo.gl/forms/FqDvvQCrzy> starting Monday, 11 January to Sunday, 28 February 2016.

## Organisers

The Speak Mandarin Campaign Parent-Child Talent Competition 2016 is co-organised by:

- Promote Mandarin Council
- St Nicholas Girls' School (Primary)
- PAP Community Foundation Sparkle Tots

The Competition is also supported by:

- Thumbs Up
- Thumbs Up Junior
- Thumbs Up Little Junior
- Committee to Promote Chinese Language Learning
- MaxToon
- Creative Knowledge

## Prizes

<b>Title</b>	<b>Category A Prizes</b>	<b>Category B Prizes</b>	<b>Category C Prizes</b>
Winner	<ul style="list-style-type: none"> <li>• 1x Trophy</li> <li>• \$300 cash prize</li> <li>• Wildlife Reserves Singapore 4-in-1 Park Hopper for family of 4 worth \$400</li> <li>• 1x Joyreader account</li> </ul>	<ul style="list-style-type: none"> <li>• 1x Trophy</li> <li>• \$300 cash prize</li> <li>• 1 day pass to USS, S.E.A Aquarium and Trick Eye Museum for family of 4 worth more than \$450</li> <li>• 1x Joyreader account</li> </ul>	<ul style="list-style-type: none"> <li>• 1x Trophy</li> <li>• \$300 cash prize</li> <li>• 1 day pass to USS, S.E.A Aquarium and Trick Eye Museum for family of 4 worth more than \$450</li> <li>• 1x Joyreader account</li> </ul>
1 <sup>st</sup> Runner Up	<ul style="list-style-type: none"> <li>• 1x Trophy</li> <li>• \$200 cash prize</li> <li>• Wildlife Reserves Singapore 3-in-1 Park Hopper for family of 4 worth \$300</li> <li>• 1x Joyreader account</li> </ul>	<ul style="list-style-type: none"> <li>• 1x Trophy</li> <li>• \$200 cash prize</li> <li>• 1 day pass to USS and Trick Eye Museum for family of 4 worth more than \$300</li> <li>• 1x Joyreader account</li> </ul>	<ul style="list-style-type: none"> <li>• 1x Trophy</li> <li>• \$200 cash prize</li> <li>• 1 day pass to USS and Trick Eye Museum for family of 4 worth more than \$300</li> <li>• 1x Joyreader account</li> </ul>
2 <sup>nd</sup> Runner Up	<ul style="list-style-type: none"> <li>• 1x Trophy</li> <li>• \$100 cash prize</li> <li>• Wildlife Reserves Singapore 2-in-1 Park Hopper for family of 4 worth \$200</li> <li>• 1x Joyreader account</li> </ul>	<ul style="list-style-type: none"> <li>• 1x Trophy</li> <li>• \$100 cash prize</li> <li>• 1 day pass to Adventure Cove Waterpark and Trick Eye Museum for family of 4 worth more than \$200</li> <li>• 1x Joyreader account</li> </ul>	<ul style="list-style-type: none"> <li>• 1x Trophy</li> <li>• \$100 cash prize</li> <li>• 1 day pass to Adventure Cove Waterpark and Trick Eye Museum for family of 4 worth more than \$200</li> <li>• 1x Joyreader account</li> </ul>
Finalists	<ul style="list-style-type: none"> <li>• Certificate of Participation</li> <li>• \$50 cash vouchers</li> </ul>	<ul style="list-style-type: none"> <li>• Certificate of Participation</li> <li>• \$50 cash vouchers</li> </ul>	<ul style="list-style-type: none"> <li>• Certificate of Participation</li> <li>• \$50 cash vouchers</li> </ul>

Flyer

**SHARE A PROUD MOMENT  
WITH YOUR CHILD** ☀️  
把握亲子机会!

**Speak Mandarin Campaign  
Parent-Child Talent Competition 2016**  
讲华语运动亲子才艺比赛2016

Co-organised by

PROMOTE MANDARIN COUNCIL 推广华语理事会

CHU St Nicholas Girls' School

**SPARKLE TOTS** PRESCHOOLS at WILLOWHART TERRACE

**赢取**  
价值  
\$5500  
的奖品!

**Win!**  
Attractive Prize!  
worth up to  
\$5500