



PRESS RELEASE
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SPEAK MANDARIN CAMPAIGN (SMC) APPOINTS NEW CHAIRMAN

Ms Lim Sau Hoong, Founder & CEO of 10AM Communications, has been appointed as the Chairman of the Promote Mandarin Council for the term starting 1 May 2008 till 30 April 2010. She succeeds Mr Kenneth Tan.

On her appointment, Ms Lim said, "[insert quote on appointment and how previous experience(s) might inform new role as chairman and/or wishes for the campaign]"

Ms Lim's ability to straddle both East and West will be instrumental in her Chairmanship of the Promote Mandarin Council, and her experience in the creative industry will be advantageous to the Campaign.

The Speak Mandarin Campaign has 2 objectives:

1. Engaging English-speaking Chinese Singaporeans to be comfortable in and to speak Mandarin effectively.
2. To support the building of a community which appreciates Chinese culture, tradition and history, which will be effective in doing business in China.

Mr. Kenneth Tan has been a member of the Promote Mandarin Council since 1994, and served as Chairman from 2006 to 2008. During his term, there was a paradigm shift in public awareness and attitude towards speaking Mandarin as *Huayu Cool* ingrained itself into popular consciousness, becoming a widely recognizable catchphrase and entrenching Mandarin as a relevant, fun and enjoyable language.

SMC thanks Mr. Tan for his invaluable contributions during his 14 years with the council, and welcomes Ms Lim on board.

About the Speak Mandarin Campaign 07/08:

The Speak Mandarin Campaign 07/08 aims to promote Mandarin as an enjoyable, fun and living language via popular lifestyle activities to show how Chinese Singaporeans can embrace Mandarin in their daily lives through the key strands of *Sports, Culture and The Arts, Design and Lifestyle*. More details of the campaign and partners as well as the events calendar are available online at www.mandarin.org.sg.