



**Speak Good English Movement engages mrbrown to write a story showing how good English can Impress, Inspire and Intoxicate.**

**13 November 2009** – Few would connect mrbrown, best known for his hugely popular podcasts and blog posts punctuated with Singlish, to the Speak Good English Movement. Yet this year, the Movement engaged mrbrown to write a story to show that with good English, you can impress, inspire and intoxicate.

With Six Lives, the Movement engaged one of its key target segments – youth – through storytelling. Showcasing English as fun and creative, storytelling was used to create interest in the language and encourage youth to speak and use the language well.

Keeping in mind this group of internet-savvy young Singaporeans, the Movement took to designing an online story using a mix of social media such as blogs, Twitter and Facebook to engage and entertain its readers whilst weaving in English tips and anecdotes in an engaging and interesting way.

Said Goh Eck Kheng, Chairman of the Speak Good English Movement, “Youth in Singapore spend up to nine hours online every day, surfing the Internet and using social media. So we decided to engage mrbrown, who is a popular blogger, to show that you can write in good English, and entertain at the same time.”

mrbrown, who is a prominent blogger in Singapore’s social media scene, was commissioned by the Movement to write a story to show that the effort to improve one’s English is a reward in itself.

On why he decided to be part of this online initiative, mrbrown said, “It was a chance to tell a good story using blogs and other social media platforms. The mrbrown show team, consisting of Marc Nair, Samantha de Silva, and I, really enjoyed coming up with the story and creating the characters.”

**mrbrown added, “The other reason I agreed to work on this project is my love for the English language. Sure, I use Singlish in my podcasts and other writings, but I wouldn’t be able to do what I do without a strong foundation in English.”**

Six Lives has also been receiving positive comments and feedback.

Said Jeanine Tan, Campaign Manager of the Speak Good English Movement, “We’re very heartened by the responses we’ve received from visitors to Six Lives who think it’s a creative and refreshing concept, innovative in how aspects of the language are weaved into the blog entries, and just a great online series for them to read every day.”



### **About Six Lives**

Six Lives is an online drama about six friends planning an event that will change their lives forever. Through the story, we hope to show that communication is more than just being understood.

The characters, through their blogs, share their innermost thoughts and feelings. Along the way, they learn and realise how important it is to impress, inspire and occasionally intoxicate with words.

### **About the Speak Good English Movement**

Launched in 2000, the Speak Good English Movement is a nationwide movement to encourage Singaporeans to speak Standard English that is universally understood. Standard English is English with correct grammar and pronunciation, and is not about accent. The Speak Good English Movement and its partners provide programmes to help people learn to speak good English in fun and interesting ways. Visit our website at [goodenglish.org.sg](http://goodenglish.org.sg) to find out more.