

# **DETAILS OF PARTNER PROGRAMMES**



A *MEDIACORP* Station



### **COMMUNICATE CONFIDENTLY and the ENGLISH@WORK E-NEWSLETTER**

In support of the Speak Good English Movement, 938LIVE produces a free e-newsletter every fortnight that contains tips on communicating confidently and a pronunciation guide. The e-newsletter also includes book reviews and recommendations as well as interesting English language trivia.

### **ENGLISH FUN FACTS**

938LIVE will also be running a daily programme featuring fun facts and trivia about English. Listeners can learn more about English on topics such as:

- Did you know that certain English words actually have foreign origins?
- Did you know that the meanings of some English words have evolved over time?

To sign up for the e-newsletter and for broadcast times of the daily programme, visit [www.xinmsn.com/938LIVE](http://www.xinmsn.com/938LIVE).

---

### **938LIVE MEDIACORP RADIO**

MediaCorp Radio division leads the local broadcasting industry by providing the best audio entertainment and offering up-to-the minute news and information. As a people-oriented business, MediaCorp Radio division is committed to meeting the varied listening needs of Singapore with her rich and diverse culture.

From its inception as a single radio station in 1936, MediaCorp Radio division has grown to become the largest radio network in Singapore. MediaCorp Radio operates 13 local FM stations, including 6 English stations, 3 Chinese stations, 2 Malay stations, 1 Indian station and an International Channel.

MediaCorp Radio division is the radio arm of MediaCorp. MediaCorp is Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies, digital and out-of-home media. MediaCorp has over 50 products in four languages (English, Mandarin, Malay and Tamil), including online classifieds, Internet TV-on-demand and High Definition TV broadcast. Winner of numerous international awards and accolades including Asia Television's Broadcaster of the Year, MediaCorp's vision is to become Asia's top media company, delivering valued content to the world. For more information, please visit [www.mediacorpradio.sg](http://www.mediacorpradio.sg)

## **EXECS SPEAK WELL**

In support of the Speak Good English Movement, *my paper* profiles several young professional executives who either have benefited from their linguistic ability in English or are doing something interesting to help themselves or others improve their English fluency.

---

### **my paper**

*my paper* is the world's first bilingual free sheet with unique content in English and Chinese. It provides young English-educated executives a bicultural entry into a modern world with a daily diet of news and viewpoints on the go.

### **STREET SPEAK**

In support of the Speak Good English Movement, RazorTV launches a 5-part video series titled “Street Speak”. Each video will highlight common problems Singaporeans face in their daily use of the English language. A language expert will accompany the Street Speak team to highlight these errors and suggest corrections and ways to effectively improve one’s English.

Street Speak will focus on these 5 areas:

- Literal translations
- Vocabulary
- Grammar / Tenses
- Pronunciation
- Listening

---

### **RazorTV**

The RazorTV platform is a unique combination of media streaming and social networking.

RazorTV’s programming consists fully of locally produced content and has a treatment that is unique and specific to the internet. The style is edgy, young and hip with an informal tone and a raw treatment of news and views.

Its objectives include attracting a new audience of young consumers who may not read the print Straits Times and connect them with the Straits Times brand creating an impactful online presence.

### **EVERYDAY ENGLISH WORKSHEET**

In support of the Speak Good English Movement, STOMP launches an Everyday English Worksheet based on the questions and answers featured on the English As It Is Broken microsite.

Members of the public will be able to attempt the Everyday English Worksheet every week to find out their English proficiency and increase their knowledge of English at the same time.

### **ENGLISH AS IT IS BROKEN**

In partnership with the Speak Good English Movement, STOMP runs the popular online column, English As It Is Broken – available at <http://english.stomp.com.sg>.

Carrying readers' queries on the English language and answers provided by an English Language Panel, English As It Is Broken is an entertaining and invaluable resource on English language usage in a local context.

As a result of this partnership, STOMP has published two books. English As It Is Broken and its second edition have each occupied the top spot in the non-fiction bestsellers lists for close to a year. The first book, launched in Aug 2007, has had more than 6 reprints. The second book topped the charts just 2 weeks after its Aug 2008 launch.

---

---

### **STOMP**

STOMP (Straits Times Online Mobile Print) is Asia's number one citizen journalism and social networking website. Set up by The Straits Times to engage with its readers online and offline, it has set new benchmarks for user-generated content and interaction with readers.

### **INSPIRING TEACHER OF ENGLISH AWARD**

The Straits Times, in partnership with the Speak Good English Movement, and with the support of the Ministry of Education, organises the Inspiring Teacher of English Award – the first national award for English teachers in Singapore schools. Launched in 2008, the annual award honours teachers who have been instrumental in igniting a love for the English language and are effective in helping their students speak and write better. The award is open to all current English, English Literature and General Paper teachers from primary and secondary schools, junior colleges and Millennia Institute. Winners of the award in 2010 will be announced in October 2010 and up to ten teachers will receive the award.

---

### **THE STRAITS TIMES**

The Straits Times is one of the region's oldest and most respected English-language daily newspapers. It is the flagship publication of the publicly listed Singapore Press Holdings group. First published on July 15, 1845, The Straits Times is the most widely read newspaper in Singapore with 1.44 million readers. The Sunday Times, which is produced by the same team of journalists, has a circulation of about 382,000.



## **ENGLISH WORKSHOPS FOR YOUNG EXECUTIVES**

In support of the Speak Good English Movement, Ascend Education Centre conducts a series of 8 workshops targeted at young working executives. The focus of these workshops will be on improving one's communication skills by speaking and writing in grammatically correct English. Workshop topics include:

- Don't Be Tense Over Tenses – Present, Perfect and Past
- Would You if You Could? – Use of Modals
- Be Active About Using the Passive
- Work Your Way Up – Use of Phrasal Verbs
- Therefore, In Conclusion – Use of Conjunctions and Transition Phrases

---

## **ASCEND EDUCATION CENTRE**

At Ascend, we provide high quality full-time and part-time English certificate courses in small interactive classes of no more than 15 students. Be inspired by our professional teachers and learn to express yourself with confidence. Continue your learning journey outside of the classroom by joining our teachers and students in our organised English cultural activities. For more information, please visit [www.ascend.edu.sg](http://www.ascend.edu.sg).



## **BANQUET**

Banquet is the venue sponsor for the official launch of the Speak Good English Movement 2010. It will provide facilities to promote speaking good English and will be an avenue for the distribution of the Movement's promotional materials.

---

## **BANQUET HOLDINGS PTE LTD**

Banquet Holdings Pte Ltd, formerly known as Food Bowl Pte Ltd, was set up in August 1999 to manage the very first Halal Food Court in Singapore. The outlet, which is located at Jurong Point Shopping Center, became the first Halal Food Court serving all Halal Food endorsed by MUIS ("MAJLIS UGAMA ISLAM SINGAPURA"), the Islamic Religious Council of Singapore.

The company strongly believes that the preparation of Chinese cuisines in the way as prescribed by MUIS will surely be a hit not only amongst the Malay community, but other races too. The surge in patronages to our outlets by Chinese, the ethnic group which enjoy luxurious choices between many Chinese eateries island-wide, reaffirmed the increasing popularity of our brand within the Chinese group, and created awareness that Banquet's Halal Food Courts are for everyone, and every races.



### **ENGLISH WORKSHOP SERIES**

Following on from the success of last year's workshops at the Woodlands National Library, the British Council, in support of the Speak Good English Movement, has extended its scope to deliver a series of free workshops in public libraries across Singapore from August to December 2010. Topics covered include 'Know your Pronunciation', 'Phonics and Early Learning Literacy' and 'Success with your Presentation'. The British Council will also be conducting reading workshops for children and parents, and English communication workshops for working adults.

To enable the general public to have free and easy access to quality English materials, the British Council has developed a website specifically for learners of English: LearnEnglish (<http://learnenglish.britishcouncil.org>). Podcasts of LearnEnglish are also available on the Speak Good English Movement website at [www.goodenglish.org.sg](http://www.goodenglish.org.sg).

### **INSPIRING TEACHER OF ENGLISH AWARD**

British Council has also been supporting the Inspiring Teacher of English Award since its inception in 2008. British Council believes that the teacher plays a pivotal role in being able to ignite a love for the English language in their students and is honoured to again sit in the panel of judges tasked with selecting the winners for 2010.

---

---

### **BRITISH COUNCIL**

The British Council is the UK's international organisation for educational opportunities and cultural relations and the world's leading cultural relations organisation. The British Council connects people with learning opportunities and creative ideas from the UK to build lasting relationships around the world. We operate in 110 countries and territories worldwide and have been in Singapore since 1947. The areas we focus on in Singapore are arts, science, education, English language teaching and UK examinations services. The British Council is a non-political organisation that operates at arm's length from government and our patron is Her Majesty the Queen.



### **STREET CLAP!**

In support of the Speak Good English Movement, Central Singapore Community Development Council (C S CDC) will dedicate the session of Street CLAP! on 7 January 2011 to promoting the message of speaking good English.

Street CLAP! is a revolutionary programme for youths, featuring a range of street arts from street dances, street fashion and design, street music, to freestyle street arts.

C S CDC will support the Movement by promoting the Movement's initiatives and including a Speak Good English Movement booth at Street CLAP! on 7 January 2011.

---

---

### **CENTRAL SINGAPORE COMMUNITY DEVELOPMENT COUNCIL**

Lying at the heart of Singapore, the Central Singapore Community Development Council (CDC) serves more than 907,000 residents. It envisions a cohesive, harmonious, self-reliant, vibrant and people-centred Central Singapore District. The Central Singapore CDC works in close partnership with schools, voluntary welfare organisations (VWOs), grassroots organisations (GROs), government and commercial agencies to fulfill its mission of assisting the needy, bonding the people and connecting the community.

For more information, visit us at <http://www.centralsingaporecdc.org.sg> and [www.facebook.com/centralsingaporecdc](http://www.facebook.com/centralsingaporecdc)

### **CHESTERTON SUNTEC INTERNATIONAL**

Chesterton Suntec International has committed Dome, Kopi Kaki and Fountain Food Terrace to support the Speak Good English Movement's "Get It Right!" initiative.

---

### **CHESTERTON SUNTEC INTERNATIONAL PTE LTD**

Chesterton Suntec International Pte Ltd is a leading provider of integrated real estate services in Singapore and in Asia with more than 200 years of history.

Founded in the United Kingdom in 1805, the Chesterton Brand has grown into a global real estate consultancy with affiliated offices worldwide.

In Singapore, the company as a subsidiary of Suntec Investment Pte Ltd has strengthened its reputation in the property markets in Asia and the Middle East.

Our experienced team of qualified professionals has helped our diverse clients effectively manage their real estate portfolios.

In October 2008, the company was re-launched as Chesterton Suntec International to redefine our brand proposition and to bring to life our rich heritage whilst being innovative and looking to the future.

Our Mission is to be the leading real estate consultant in Asia.

Our services include :

- Leasing and Sale of commercial, retail, residential and industrial properties
- Valuation & Appraisal of properties, businesses and equipment
- Investment & Research Consultancy
- Property, Assets & Facilities Management
- Energy Audit & Management
- Middle East Cross Border Investments/Islamic Finance
- Project Management & Security Consultancy

Our Objective is to provide our clients with innovative and comprehensive solutions; and we aim to be your preferred choice in all your real estate needs.



**Institute of Technical Education**



### **ENGLISH GUIDEBOOK FOR EARLY CHILDHOOD EDUCATORS**

In collaboration with the Speak Good English Movement, the students from the Early Childhood Education programme will be creating an English guidebook containing common phrases used in a preschool environment for early childhood educators.

These students will also go through interactive workshops where they will role-play different preschool classroom scenarios using both broken and good English to highlight the differences between the two.

---

### **INSTITUTE OF TECHNICAL EDUCATION (ITE) SINGAPORE**

The Institute of Technical Education (ITE), Singapore, was established as a post-secondary education institution in 1992 under the Ministry of Education.

ITE is a principal provider of career and technical education and key developer of national occupational skills certification and standards to enhance Singapore's workforce competitiveness.

Under its "One ITE System, Three Colleges" Model of Education and Governance, ITE has three Colleges, comprising ITE College Central, ITE College East and ITE College West. For more information, please visit [www.ite.edu.sg](http://www.ite.edu.sg).

### **ENGLISH PRONUNCIATION WORKSHOPS**

In support of the Speak Good English Movement, Jan & Elly holds a series of free pronunciation workshops at various public libraries across Singapore. Targeted at parents and teachers, “The ABCs of Pronunciation” advocates better English pronunciation and diction, and teaches participants how to understand and use proper English pronunciation in an international environment.

More information on these workshops can be found at the Speak Good English Movement website at [www.goodenglish.org.sg](http://www.goodenglish.org.sg).

---

### **JAN & ELLY ENGLISH LANGUAGE SCHOOL**

Jan & Elly English Language School offers a full suite of courses for children, taught by a team of experienced international and local educators steeped in the latest research and methodologies.

In 1995, the school became a pioneer in using phonetic transcription as a systematic way to teach correct pronunciation and reading in Singapore. The school’s introductory pronunciation workshops for both adults and children under the *Speak Good English Movement* have led to the development of a series of intensive pronunciation workshops for MOE teachers.



### **YOUNG AUTHOR CLUB AND DIGITALES**

In support of the Speak Good English Movement, Janus Education promotes the proper use of Standard English through its speech and writing programmes. Janus Education also organises a monthly Young Author Club session at the Woodlands Regional Library, providing aspiring young writers the opportunity to interact with like-minded individuals and exchange stories and ideas. During each session, a discussion is devoted to the proper use of English. Starting next issue, the Young Reader Club magazine will include a regular column featuring English tips.

Janus Education, in partnership with the Speak Good English Movement, will also run DigiTales, a competition that encourages Primary and Secondary students to verbally tell the stories they have written online.

---

### **JANUS EDUCATION**

Janus Education is a premier educational services company providing creative writing programmes to Primary and Secondary students in Singapore. Since 2003, its flagship programme, the Young Author Scheme, has mentored thousands of aspiring young writers.

Janus Education is the organiser of two prestigious annual awards, the Young Author Award and DigiTales Award with the objective of discovering untapped talents and giving the youth a platform to express their creativity. Passionate about building Singapore's next generation of readers and writers, the company launched the Young Reader Club magazine last May, a publication dedicated to promoting the local arts scene by featuring homegrown writers, artists and illustrators.



## **KOPITIAM**

Kopitiam Group is glad to partner the Speak Good English Movement in its initiatives in promoting good spoken English.

For a start, some of Kopitiam's outlets will be displaying table stickers that encourage customers to take note of common errors in spoken English. Kopitiam will also be distributing sticky notes that carry the same message.

In the long run, advisory signs in Kopitiam's food courts will be checked for proper written English and signs that are wrongly phrased will be replaced.

---

## **KOPITIAM INVESTMENT PTE LTD**

Kopitiam Group is a leading name in the local food service management industry. Kopitiam outlets are known for providing a modern and comfortable dining experience along with the authentic taste of local and international fare at competitive prices. In addition, our Group also pioneered the concept of 24-hour food shop concept in 1988, setting off a culinary trend that has now become a norm in Singapore.



Ministry of Education  
SINGAPORE



The Ministry of Education (MOE) continues to work with all schools to continually develop the quality of English among our young and is committed to a longstanding partnership with the Speak Good English Movement. MOE is partnering the Speak Good English Movement on two initiatives:

### **INSPIRING TEACHER OF ENGLISH AWARD**

The Inspiring Teacher of English Award recognises and rewards outstanding and inspiring teachers of English in our schools. This is organised by the Speak Good English Movement and The Straits Times with the support of MOE.

### **GRAMMAR PRIMER**

A Grammar Primer that aims to be a simple and very accessible guide to learning English grammar for ordinary working Singaporeans. Written in a conversational and concise manner, the Primer features grammar lessons that are easy to understand, as well as tips to help readers put into practice what they have just learnt. The Primer will take the form of a manga comic set and contain quizzes and fun facts about grammar.

---

## **MINISTRY OF EDUCATION**

The Ministry of Education directs the formulation and implementation of education policies. It has control of the development and administration of the Government and Government-aided primary schools, secondary schools, junior colleges, and a centralised institute. It also registers private schools. More information on the MOE can be found on [www.moe.gov.sg](http://www.moe.gov.sg).



### **PATHFINDER**

In support of the Speak Good English Movement, Public Libraries Singapore has collaborated with the Movement to create the Speak Good English Movement Pathfinder.

The Speak Good English Movement Pathfinder contains various resources that you can find in the library or on the web that can help you improve your English. Comprising a range of resources that includes books, audio-visual materials, and websites, the Pathfinder helps you improve your English and express yourself better.

The Pathfinder can be found in all public libraries from October 2010. It can also be downloaded from the Movement's website at [www.goodenglish.org.sg](http://www.goodenglish.org.sg) and the Public Libraries Singapore website at [www.pl.sg](http://www.pl.sg).

### **ENGLISH WORKSHOP SERIES**

The Public Libraries Singapore has also partnered with the Speak Good English Movement and its partner, the British Council, in organising a series of workshops on how to improve your English in various public libraries across Singapore. For more information on this programme, please refer to the British Council partner programme sheet.

---

### **NATIONAL LIBRARY BOARD**

The National Library Board (NLB) serves as the secretariat for the Speak Good English Movement. NLB oversees both the National Library as well as the Public Libraries. By international convention, the functions of these two kinds of libraries are distinct and well-differentiated.

The NLB's mission is to provide a trusted, accessible and globally-connected library and information service through the National Library and a comprehensive network of Public Libraries. Also under its management are 1 community children's library, and 17 libraries belonging to government agencies, schools and institutions. Through its innovative use of technology and collaboration with strategic partners, NLB ensures that library users have access to a rich array of information services and resources that are convenient, accessible and relevant.

The Public Libraries Singapore (PLS) provides a professional and engaging public library service to Singaporeans in their pursuit of lifelong learning and discovery through the network of 22 Public Libraries (including three regional libraries) located conveniently across Singapore. More information on PLS can be found on [www.pl.sg](http://www.pl.sg).

## **REPUBLIC POLYTECHNIC**

Republic Polytechnic (RP) will be partnering the Speak Good English Movement by distributing specially designed “Get It Right!” notebooks to students. The students are encouraged to jot down examples of bad English they encounter either on campus or anywhere else in Singapore. The notebooks will come with instructions and common examples of bad English to kick start each user’s collection of exemplars.

RP will distribute these notebooks to its students in October 2010. These include close to 2000 freshmen students who will be doing the foundation module “Introduction to Communications Practice”. A lesson has been dedicated to speaking good English using RP’s signature Problem-Based learning.

On top of working with its students, RP will also be collaborating with NLB to distribute the “Get It Right!” notebooks to various secondary schools in Singapore.

---

## **REPUBLIC POLYTECHNIC**

The first educational institution in Singapore to adopt the Problem-Based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has six schools and one centre offering 34 courses in Information and Communications Technology, Engineering, Applied Science, Technology for the Arts, Sports, Health and Leisure, Events and Hospitality, and Culture and Communication. Republic Polytechnic is committed to nurturing innovative, entrepreneurial and cultured professionals in an environment that develops problem-solving skills and a life-long learning attitude.

Since its establishment in 2002, the institution has been awarded various international and national accreditations, including ISO9001, ISO14001, OHSAS 18001, TR19, People Developer Standards, Singapore Quality Class and Singapore Innovation Class, demonstrating an ongoing focus on excellence. For more information, visit <http://www.rp.sg>.



## **SCHOOL INVASION TOUR**

In collaboration with the Speak Good English Movement, the School Invasion Tour will spread the message of good English by bringing young musicians, television personalities and radio deejays to secondary schools and tertiary institutions to perform and talk to students about their careers.

Through personal stories and experiences, the emcees, band members, television personalities, and radio deejays will share how a good command of English is a very important key to their success in the industry. They will also take on the role of Speak Good English Movement ambassadors.

At the same time, the School Invasion Tour hopes to cultivate and grow a young audience for local talent. The School Invasion Tour aims to visit 55 schools in 2011.

---

## **SCHOOL INVASION TOUR**

Established in 2008, The School Invasion Tour believes in cultivating the individual and exposing them to different dimensions of the arts that may be unfamiliar.

This is achieved by bringing to schools a series of talks and performances from some of the most esteemed musicians, producers and deejays Singapore has to offer. This enables students to not only pick the creative minds of key industry players but also gives them an insight into unconventional career paths.

## **The Theatre Practice**

Story Challenge is an impromptu story telling competition by The Theatre Practice aimed at primary and secondary school students. In this setting, the participants are required to think on their feet and speak confidently in public – life skills that The Theatre Practice advocates through the Story Challenge. Participants will also learn the value of speaking good English to be more expressive and clearly understood by their audience.

Participants are given 15 minutes to come up with a story based on a given theme; 5 minutes before the performance an extra element of the story is given to the participants to include in their narratives. Story Challenge 2011 is slated to begin in February 2011.

---

---

## **The Theatre Practice**

Born in Singapore 45 years of age, we are slightly older than our nation by more than a month. A vagabond of the world, we are empirically bilingual and cosmopolitan; and time has attested to our unwavering passion for the arts.

Over the years, on the oblique path that we have chosen, we have endured hardships, survived the odds and yet maintained a clean bill of health! We revel in the diversity of our works, from the traditional, contemporary, classics, original, realism to experimental- we have attempted them all. We are strident in our critique of life through our works, and tenacious in putting our beliefs into practice. We entertain without being servile or disrespectful and strive to constantly innovate. As an active advocator of arts education, we have nurtured generations of arts-supporters from all walks of life through our many courses and performances. It is humbling to know that what we have done so far has left an imprint on the lives of many.

Simply put, The Theatre Practice is a company firmly rooted in our home yet fixated on the world, relentless in our strive to seek common grounds in our pursuit of harmony.

This is who we are.



## **ANIMATED SERIES FOR CHILDREN**

In collaboration with the Speak Good English Movement, Sparky Animation is producing an animated series for children that promotes the use of Standard English in expressing one's emotions and feelings.

This series encourages all Singaporeans to develop the key relationship building skill of expressing and communicating thoughts and feelings on an emotive level from a young age.

Sparky's focus is to produce appealing animation for the emotional expressions that convey the meaning of the words used. This will be done in consultation with NLB's expertise.

---

## **SPARKY ANIMATION**

Sparky Animation was established in February 2006 and is a full-fledged animation production and content development company, with a staff strength of 80. The company invests extensively in developing original content and in research & development of proprietary computer graphics, animation and production management software tools.

Our core business is producing 3D animation for home videos, TV serials, digital games, mobile platforms, Internet content and movies for worldwide markets. We develop original content and IPs as well, and merchandise them globally through international licenses. Our research department also develops CG production tools and systems that facilitate our production pipelines.

Sparky Animation produces truly high quality shows that are augmented by our proprietary technology and pipeline management systems for animation production which allow us to attain shorter production times and at more competitive cost. Many shows have been produced this way and some are already being aired by the world's best broadcasters such as PBS, Disney, TVO, NBC, ABC (Australia), YTV (Canada), Dubai TV, CBC (Canada), France 5 and many others. The shows include Zigby and Season 3 of Freej, Direct-to-DVD features like Veggie Tales: Huckleberry Larry & Tomato Sawyer's Big River Rescue, and those for TV and the Internet like the Freej Quiz Show: The Book of Riddle.



We have also co-produced an animated TV series with Jim Henson Company called The Dinosaur Train. This has scored the highest viewership in PBS' entire history and has also been selected by Hollywood's renowned People Magazine as the Top Kids' Show.

Season 4 of Freej is being produced for broadcast on Dubai TV this year. Our studio also worked on the last 2 seasons of Freej, one of the most successful shows in Middle East.

Mr. Moon is an animated TV series and is a tripartite co-production between Singapore's Sparky Animation, UK's Skaramoosh and Canada's Title Entertainment. Mr. Moon has been picked up by Playhouse Disney (UK) and Canadian broadcasters TV Ontario, Knowledge Network and SCN. We have also just started to co-produce a new animated TV series called JACK.

We have achieved one of the highest Per Person Productivity in the animation industry. At the same time we have increased our revenue and profits significantly, by multiples. Recently, iGlobe Partners have invested in Sparky Animation. iGlobe Partners is an internationally renowned venture capitalist company that has been ranked among the Top 100 Global Venture Capitalists by Red Herring.



## **YA KUN KAYA TOAST**

Ya Kun Kaya Toast is the venue sponsor of the Speak Good English Movement's Media Briefing session.

As a proud Singaporean brand, Ya Kun Kaya Toast believes in the importance of speaking good English in order to be accessible and understood by all, Singaporeans and foreigners alike. More importantly, Ya Kun's particular attention to the language goes to show that a very local and home-grown Singaporean brand is capable of excellence not only in food and service quality but also in verbal presentation and effective communication to its customers and business partners.

On a broader level, Ya Kun Kaya Toast believes that speaking good English will enable the brand and its people to connect with the global infrastructure and the worldwide economy which it plans to expand into.

---

## **YA KUN KAYA TOAST**

Ya Kun Kaya Toast exists to preserve and maintain its rich and unique heritage, a heritage peculiar only to Singapore, by serving aromatic local coffee with premium kaya toast. The company believes that a good toast can bind kin, friends and partners, and that heritage and tradition can be integrated with modern taste buds.



### **YMCA PLAIN ENGLISH SPEAKING AWARD**

YMCA of Singapore will be holding its 24th YMCA Plain English Speaking Awards (YMCA PESA) competition on 17 September 2010. This event is organised by the YMCA of Singapore and supported by the Ministry of Education, the National Library Board and the Speak Good English Movement.

YMCA PESA aims to provide an avenue for students to sharpen their speaking skills and to build confidence in public presentation. YMCA PESA also aims to provide an opportunity for students to learn by observing proficient speakers and to promote public speaking in plain English as an important social and academic skill.

YMCA PESA began in 1986 with only 29 contestants. YMCA PESA has grown over the years and is now the largest English language speaking competition held in the region with 210 schools/institutions participating in this year's competition.

YMCA PESA features categories of participation ranging from pre-school to tertiary institutions, ensuring that the effort to raise the standard of spoken English reaches widely across all levels. The quality and standard of the participants have been improving tremendously over recent years – a direct result of the high standards set by the panel of judges with chief judges provided by the Ministry of Education.

---

---

### **YOUNG MEN'S CHRISTIAN ASSOCIATION**

YMCA of Singapore is a Christian organisation that seeks to serve and enrich all members of the community, regardless of race, language or religion, through wholesome programmes to develop body, mind and spirit, which are based on Christian principles. YMCA was conferred the 2008 Outstanding Non-Profit Organisation Award by the National Volunteer & Philanthropy Centre on 13 November 2008.



## Index of partners

### Existing partners (media):

- 938 Live (page 2)
- my paper (page 3)
- Razor TV (page 4)
- STOMP (page 5)
- The Straits Times (page 6)

### Existing partners (others):

- The British Council Singapore (page 9)
- Jan & Elly English Language School (page 13)
- Kopitiam (page 15)
- Ministry of Education (page 16)
- National Library Board (page 17)
- School Invasion Tour (page 19)
- The Theatre Practice (page 20)
- YMCA (page 24)

### New partners:

- Ascend Education Centre (page 7)
- Banquet (page 8)
- Central CDC (page 10)
- Chesterton Suntec International (page 11)
- Institute of Technical Education (page 12)
- Janus Education (page 14)
- Kopitiam (page 15)
- Republic Polytechnic (page 18)
- Sparky Animation (pages 21-22)
- Ya Kun Kaya Toast (page 23)