



**The Speak Good English Movement calls on all Singaporeans to help
make good English stick.**

27 September 2012 – The Speak Good English Movement 2012 was launched today with the pasting of a sticky note – a visual representation of this year’s tagline and call for all Singaporeans to “Make good English stick” by constantly making the effort to use and practice the English language.

The Movement’s new tagline for the year also underscores the use of sticky notes as a metaphor of a reminder to speak Standard English at all times. With a host of activities and events centered on sticky notes, the Speak Good English Movement will be planting visible reminders around Singapore of the need to make good English stick.

Posters Share Four Ways to Make Good English Stick

The Movement’s new series of posters complement this year’s message by sharing four ways we can improve our English and make good English stick:

1. Make the Effort to Start

Make the effort to start learning and improving by reading as much as we can.

2. Stretch Yourself

Go the extra mile to do more to improve our standard of English.

3. Practice, Practice, Practice

Practice speaking good English wherever and whenever we can. The more we use the language, the more confident we are in using it.

4. Never Underestimate your Own Power

Learning is for everyone, young or old. We can achieve success if we put our minds to it.

The public can look forward to seeing these posters in the newspapers and on double-decker buses.



Wall Murals Created Out of Hundreds of Sticky Notes

Resembling colourful mosaic art from afar, students from MDIS and Raffles College of Higher Education have designed wall murals created entirely out of sticky notes. Based on the theme of figures of speech, these wall murals at popular public spaces draw attention to the richness, creativity and colourful nature of the English language.

Singaporeans can already see the first three murals at the National Library Building and China Square Central that went up on 20 and 22 September respectively. Visitors to Food For Thought at the Botanic Gardens and Sticky Singapore outlets at Jcube and Central will also be able to admire the murals designed by the staff from 27 September onwards.

Outfits Fashioned Out of Post-it® Super Sticky Notes

Guests at the Launch were treated to a unique fashion show where models strutted down in outfits entirely made of sticky notes. Designed by students from MDIS' School of Fashion & Design and Raffles Design Institute, the designs were inspired by their thoughts about the English language as well as quotes from their favourite designers including Coco Chanel, Vera Wang and Paul Smith.

These unconventional outfits will be proudly displayed at Nex, Millenia Walk, Wisma Atria, Bugis Junction and Bugis + over the next five weeks for the public to take a closer look at the colourful paper garments. The public can also take part in fun activities at the Speak Good English Movement booths to win tokens.

Self-assessment Quiz

The first step to improving is awareness of one's English language proficiency. For many Singaporeans, especially those who have left school, the Movement's self-assessment quiz is a good tool to help ascertain if their standard of English is at the level they think it is. Developed by the British Council (Singapore) in support of the Movement, the quiz focuses on commonly made errors by Singaporeans and is a fun and accessible way to gauge one's language proficiency.

The quiz is available on the Movement's website at goodenglish.org.sg. It will also be given out to members of the public at the Speak Good English Movement booths at the malls.



Write. Stick. Snap. Share.

To encourage Singaporeans to take part in the Movement's call to make good English stick and see its relevance in their daily lives, the Movement will be inviting Singaporeans to "Write. Stick. Snap. Share." – Singaporeans can write their favourite phrase, quote or figure of speech on a sticky note, stick it on themselves or their personal property (office desk, television, kitchen sink, etc), take a photograph and send it to the Movement (info@goodenglish.org.sg) or post it on their own Twitter or Instagram accounts using the hashtag #goodenglishsticks. Interesting entries will find themselves in the spotlight on the Speak Good English Movement's Facebook (www.facebook.com/speakgoodenglishmovement) wall.

Our Partners and Programmes

Partners are critical to the Movement as they add value to and support the Movement by extending its reach to a greater number of Singaporeans.

Joining the Movement this year are new partners The English Channel and Kids Peak, both educational centres that are wholly committed to helping students and preschoolers to increase their level of English proficiency respectively. Besides facilitating interesting and useful workshops at the libraries, these partners will also be contributing online articles and quick tips to help parents and students strengthen their language skills.

Also joining the Movement for the first time is Positive Education. Helmed by Yeo Sha-En, the first Singaporean to receive the Masters of Applied Positive Psychology from the University of Pennsylvania, Positive Education is supporting the Movement with a year-long series of tips that show parents how to use and apply positive language when speaking to their children. It also demonstrates the importance of having a good command of the language so that parents have the skill and vocabulary to turn a negative into a positive statement that is essential to building resilient and confident children.



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.

To learn more, visit goodenglish.org.sg and like us on www.facebook.com/speakgoodenglishmovement.