



**The Speak Good English Movement is calling for all Singaporeans to help make good English stick.**

19 September 2012 – The Movement is calling out to all Singaporeans to ‘Make Good English Stick’ – a reminder that the skill of using the language effectively and successfully will stick with constant and consistent practice. In line with this “sticky” theme, this year’s campaign will feature the creative use of sticky notes that act as a metaphor that reminds all Singaporeans to always speak well.

Mr Goh Eck Kheng, Chairman of the Speak Good English Movement, explains, “We’ve all met Singaporeans whose English don’t meet the mark when it matters. This year we want to remind ourselves that when we speak English, we must be conscious of how we express ourselves.”

**Using Sticky Notes to Create Interest in the English Language**

Colourful wall murals made up of hundreds of sticky notes are set to pop up in public places over the next month. Designed based on figures of speech, these murals are a reflection of how English can be a vibrant and playful language. The Movement will also be launching a Facebook contest in conjunction with these murals.

At the Movement’s official launch, sticky notes will also be utilised in the most creative way possible – as fashion forward garments. These garments, designed by fashion design students from MDIS and Raffles Design Institute, will go on to be displayed at five popular shopping malls after the launch. The Movement is using these attention-grabbing outfits as a point of attraction and setting up booths where the public can take part in fun contests and complete quizzes during the fashion exhibition.

### **Write. Snap. Share. Speak.**

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 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](http://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.

A key partner of this year's campaign is 3M who has generously sponsored all the Post-it® Super Sticky notes that will be used for the island-wide murals and fashion design outfits. Renee Chua, General Manager, 3M Consumer and Office Business, Singapore, shares, "As a strong advocate of the usage of good English, 3M is proud to support the Speak Good English Movement this year with its Post-it® brand of products."

This year, the Movement is also working with a record number of venue sponsors including Bishan Public Library, Jurong Regional Library, the National Library Building as well as major shopping malls bugis+, Bugis Junction, China Square Central, Millenia Walk, Nex and Wisma Atria. Both Fish & Co and Food For Thought, restaurants popular with the Movement's target audience of youth and working adults, have also gamely offered their premises as a canvas for murals made out of sticky notes.

The full list of partners can be found in the media kit.

### **Speak Good English Movement 2012 Launch**

Dr Yaacob Ibrahim, Minister for Information, Communications and the Arts, will be the Guest of Honour at the Speak Good English Movement 2012 Launch. He will share the Speak Good English Movement's key messages and initiatives for the year during the event.

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### **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 [www.goodenglish.org.sg](http://www.goodenglish.org.sg)