DETAILS OF PARTNER PROGRAMMES





WORKSHOPS AT THE LIBRARIES

Ascend, The English Professionals, has been in collaboration with the Speak Good English Movement since January 2011.

Ascend has conducted various English workshops in libraries across the island for adults. At the workshops, Ascend teachers covered topics on various grammar skills that students enjoyed tremendously.

In 2014, Ascend is looking forward to conducting more English workshops around the island

ASCEND EDUCATION CENTRE

Since 2004, Ascend has been providing high quality full-time and part-time English certificate courses to adults in small interactive classes of no more than 15 students. These classes cover speaking, writing, listening, pronunciation and grammar. All the courses are delivered by professionally qualified teachers who have a solid teaching background, with many of them having taught for many years. Its teachers are approved by the Council of Private Education and hold a qualification relevant to English language, such as CELTA, TEFL, TESOL, or a degree in Applied Linguistics.

Ascend also provides private tuition packages for students and customised training courses for companies to meet their needs.





WORKSHOPS AT THE LIBRARIES FOR PARENTS

As in previous years, the British Council Singapore will conduct a series of workshops for the public as part of their support for the Speak Good English Movement. This year's workshops will focus on grammar.

Grammar for Parents I & II

In this two-part workshop entitled 'Grammar for Parents', speaker Matthew Winchester will provide parents with strategies to help children improve the accuracy of their written and spoken English. At the end of the session, parents will be better equipped to guide their children with the following grammar rules:

- Subject-verb agreement
- Prepositions
- Modal verbs
- Tenses

Singlish to English

During this workshop, speaker Matthew Winchester will highlight the differences between Singlish and English, as well as the common issues related to the language, e.g. misuse of 'yet' and 'already'.

Learn English Web Platform

The British Council Singapore has dedicated a section of their English Web Platform to focus on grammar resources, allowing the public to learn grammar at their own pace and time.

BRITISH COUNCIL

The British Council is the UK's international organisation for educational opportunities and cultural relations. We work in over 100 countries worldwide to build engagement and trust for the UK through the exchange of knowledge and ideas between people. In Singapore, the work of the British Council includes teaching English to adults and young learners; teacher and corporate training; IELTS and other Exams; providing the latest information about studying in the UK; promoting British education and training; and demonstrating the innovation, creativity and excellence of British arts, literature and design. We are a non-political organisation which operates at arm's length from government. For more information, please visit: www.britishcouncil.org.sg





BRINGING THE MOVEMENT'S MESSAGE TO THE HEARTLANDS

The Speak Good English Movement has had the privilege of receiving generous support from ComfortDelgro since 2004.

ComfortDelgro will continue its support this year by showcasing the Movement's messages on five of their buses. Travelling to the heartland areas, these buses will reach out to daily commuters, especially students and young working adults.

COMFORTDELGRO

ComfortDelGro is one of the world's largest land transport companies with a total fleet size of over 46,000 buses, taxis and rental vehicles. Headquartered in Singapore, the Group also has operations in China, the United Kingdom, Ireland, Australia, Vietnam and Malaysia.





MIND YOUR LANGUAGE WORKSHOP FOR WORKING ADULTS

Emergenetics International-Asia co-designed a workshop with the Speak Good English Movement to promote the use of good English at the workplace through using effective communication strategies based on thinking and behavioural preferences.

The one-day "Mind Your Language" workshop held on March 2014 at the National Museum of Singapore was attended by 60 senior managers, executives, and professionals from public and private organisations. Over 90% of attendees found the workshop useful and the content relevant for workplace application. They also learnt innovative ways to champion the use of good English within their organisations.

Emergenetics International-Asia also produced the "Mind Your Language" booklet. This handy publication containing useful communication English grammar and writing tips for a variety of workplace scenarios was not only given out to the workshop participants, but also made available to any professional through emailing info.asia@emergentics.com.

Following the success of the inaugural workshop, Emergenetics International-Asia will partner with the Movement to hold another edition of "Mind Your Language" Workshop for business leaders in late 2014.

EMERGENETICS INTERNATIONAL-ASIA

Emergentics International-Asia is the Asia Pacific headquarters of Emergenetics International, a global human capital company with a mission to reveal thinking and behavioural preferences to help individuals and organisations realise their potential. It developed the Emergenetics Profile, a highly reliable and valid psychometric tool that is used to determine employees' Thinking and Behavioural Attributes and compare it to the general population. The self-descriptive test gives users insights on how they approach their lives and work. For more information, visit www.emergenetics.com





SLOW MARCH AND DANCE PERFORMANCE AROUND SINGAPORE

The ITE Colleges—Central, East and West—will help spread this year's Speak Good English Movement message through a slow march and dance performance in different parts of Singapore.

Reaching out to the younger crowd with their sleek slow march moves and eccentric dance steps, the students will share with the public this year's message, 'Grammar Rules Matter. Use Good English'. Collateral from this year's initiative – notebooks with English tips, wooden pencils and wooden rulers – will also be distributed to members of the public during the performance; providing Singaporeans with learning resources on how to improve their grammar.

INSTITUTE OF TECHNICAL EDUCATION (ITE)

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, visit: www.ite.edu.sg.





BASIC DICTION AND PRONUNCIATION WORKSHOP AT THE LIBRARY

Jan & Elly, a long time partner of the Speak Good English Movement, will conduct a workshop focusing on basic diction and pronunciation. Held at the library, this workshop will cover the following areas:

Common Speech Mistakes

- Substitutions
- Omissions
- Intrusions
- Long and short vowel sounds

Reversals

Missing ending consonant blends

Misplaced stress

- Stress what you mean
- Syllable stress

JAN & ELLY

Jan & Elly is a premium English Language school for children aged 4 to 12 years old. Established in Singapore since 1995, Jan & Elly has been making sure that English language is taught in a fun, engaging manner to learners.

Recognising the importance of excellent communication skills in English, Jan & Elly has established strong, contemporary programmes in reading, writing, and reading comprehension. The school has an up-to-date, results-oriented curriculum with creative teaching methods and cool class activities that kids will love.

Jan & Elly's students are eager learners who challenge themselves constantly while achieving multiple reading and writing accomplishments. The school's teachers constantly engage in research and development to create better lesson plans, programmes, and methodologies from all over the world.



Language Works

ENGLISH WORKSHOPS AT THE LIBRARIES

In line with the Speak Good English Movement's theme for 2014, Language Works will conduct three workshops focusing on speaking with the correct use of grammar, as well as pronunciation.

These workshops aim to specifically reach out to people who are looking to improve their basic and elementary proficiency levels in the English language.

Workshop 1

Grammar points covered: Present Simple, a/an + jobs, Possessives s

Vocabulary & Theme: Common verb phrases, jobs, family

Pronunciation: Consonant sounds

Workshop 2

Grammar points covered: Telling the time, Present Simple, Adverbs of frequency, Prepositions of time

Vocabulary & Theme: Daily routine, time words and expressions, the date

Pronunciation: The letters 'O' and 'H', word stress, and 'TH' sounds (voiced and voiceless)

Workshop 3

Grammar points covered: *like* + *verb* -*ing*, *object pronouns: me*, *you*, *him*, *etc.*, *possessive pronouns: mine*, *yours*, *etc.*

Vocabulary & Theme: Free time activities, love story phrases, music

Pronunciation: 'NG' sound, sentence stress, short and long 'E' sounds, and rhyming words

LANGUAGE WORKS

Language Works is an integrated language training provider, offering tailored training courses and workshops in the areas of Business English, Communication, Sales, and Customer Service. The school aims to create positive change in relationships.

Language Works has been operating successfully for over four years under the management of Petrisha Sun. With over 12 years of experience contributing to various organisations, Sun's commitment has seen the company grow into a boutique training centre, with students ranging from head sommeliers to high-level executives from Asia and Europe.





'TIP OF THE DAY' BROADCASTED ON ENGLISH AND VERNACULAR RADIO STATIONS

The Speak Good English Movement created 52 tips featuring common mistakes made in the English language. A tip was featured on the English and vernacular radio stations every day, to help Singaporeans improve their level of English proficiency and communications, during the start of the year.

TALKBACK TOWN HALL - ENGLISH AT WORK

'Tip of the Day' was launched in January 2014 during Talkback Townhall – an outdoor live-streaming radio programme with 938LIVE. DJs from 938LIVE, Bharati Jagdish and André Ahchak, led a discussion with the following points, engaging listeners and audience on g ood English communication at the workplace.

- Definition of English language proficiency
- Why is English language proficiency important?
- With countries like China moving ahead as economic powers, will the relevance of English be diminished?
- Tools and tips to elevate English language proficiency at the workplace

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.

It pioneered the development of Singapore's broadcasting industry, with the broadcast of Radio in 1936 and Television in 1963. Today, MediaCorp has over 50 products and brands in four languages (English, Mandarin, Malay and Tamil), reaching out to all adults in Singapore every week. Initiatives in the new digital space include Internet TV-on-demand, High Definition TV broadcast and Over-the-Top (OTT) interactive services.

Beyond Singapore, MediaCorp is an active regional player through co-productions in TV dramas and movies, magazine publishing, as well as Channel NewsAsia International, one of the first Asian-owned English news channels.

Our financial and strategic relationship in the region includes International Media Corporation in Vietnam, which was set up to develop and produce television entertainment and economic news content. MediaCorp also has a stake in Singapore-based retail firm Reebonz, one of the region's fastest growing luxury online retailers and a majority stake in Cubinet Interactive, a Malaysian digital games publisher.

Winner of numerous international awards and accolades including Asian Television Awards' Terrestrial Broadcaster of the Year, MediaCorp's mission is to engage, entertain and enrich audiences by harnessing the power of creativity. For more information, please visit mediacorp.sg.





The Ministry of Education (MOE) continues to work with all schools to continually develop the quality of English among students and is committed to a longstanding partnership with the Speak Good English Movement.

INSPIRING TEACHER OF ENGLISH AWARDS

The Straits Times, in partnership with the Speak Good English Movement, and with the support of the Ministry of Education and the English Language institute of Singapore, organises the Inspiring Teacher of English – Teaching and Leadership Awards; the first national award for English teachers in Singapore schools.

Launched in 2008, the annual Inspiring Teacher of English – Teaching 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 Millenia Institute.

This year, a new award, the Inspiring Teacher of English – Leadership Award is introduced to recognise Heads of Department / Subject Heads / Level Heads / Level Coordinators who have led their schools in the development and implementation of an effective English Language Programme.

Winners of the award will be announced in October 2014 and up to ten teachers will receive the award.

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.





CULTIVATE A LOVE FOR READING AMONGST SINGAPOREANS

NLB promotes reading, learning and information literacy by providing a trusted, accessible and globally-connected library and information service through the National Library and a comprehensive network of Public Libraries. With an extensive range of programmes and collections available, and forged strategic partnerships, libraries are able to reach a wide audience to cultivate a love for reading in all Singaporeans.

NATIONAL LIBRARY BOARD

The National Library Board (NLB) nurtures Readers for Life, Learning Communities and a Knowledgeable Nation. Through the National Library and its network of 25 public libraries, NLB promotes reading, learning and information literacy. By forging strategic partnerships to cultivate knowledge sharing, the libraries also encourage appreciation and awareness of Singapore's history through their wide range of programmes and collection on Singapore and regional content. The National Archives of Singapore, an institution of NLB, oversees the collection, preservation and management of public and private archival records, including government files, private memoirs, maps, photographs, oral history interviews and audio-visual materials. NLB also uses innovative technology to provide access to its digital library resources and services, and archival collection. Established on 1 September 1995 as a statutory board, NLB is now under the Ministry of Communications and Information (MCI). For more information on NLB, please visit www.nlb.gov.sg.





WORSHOPS AT THE LIBRARIES FOR WORKING PROFESSIONALS

Quantico Communications will conduct a series of workshops called "Experience English" to educate participants on how to be effective communicators through good spoken and written English by exploring four key areas of professional communication.

Through active language engagement techniques, the series empower participants to communicate better in professional settings. Using practical examples, "Experience English" simulates professional situations and engages participants while providing real-time feedback.

The workshops aim to:

- Explore the ways that English is commonly used in professional settings in Singapore, and present more
 effective alternative methods.
- Educate the general public about accepted Standard English conventions and forms through practical examples.
- Empower Singaporeans to maintain a strong grasp of the English language so they can communicate based on internationally-accepted standards.

QUANTICO COMMUNICATIONS LLP

Quantico Communications LLP is a language consulting firm located in Singapore. The firm provides high quality written communication materials to government agencies, public sector firms, companies and SMEs. In addition, the firm conducts workshops on copywriting for print and web, resume writing, and writing for search engines. Quantico consists of a creative team of in-house copywriters, editors and language experts who create unique, authentic work, and workshop trainers who focus on the art and science of writing for communication.





ENGLISH RESOURCES

To support the Speak Good English Movement's 2014 campaign on grammar, Reallyenglish will offer 8 complimentary online grammar courses, valid for a period of one month. These lessons, suitable for adults and secondary students will be made available on www.goodenglish.org.sg.

Ranging from elementary to upper intermediate levels across a wide range of topics, the online lessons are self-paced, allowing students to take them at their convenience. Students will also receive the support of a personal English Coach who will mentor them and answer their questions throughout the online lessons.

100 complimentary three-month online courses will also be distributed to 20 different organizations on a first-come-first-served basis. Each organization will receive free training for five individuals. Organizations will be able to choose from a range of courses to suit their staff's individual levels and skill needs, from business writing to general English. Organisations will also have access to a Training Management System so they can track their employees' performance.

REALLYENGLISH

Reallyenglish (www.reallyenglish.com) is a global leader in learner-centric online English training. Its members include both working adults and students. Its mission is to help people improve their English proficiency quickly, which is achieved by combining pedagogically strong instructional design with adaptive technology. Reallyenglish encourages frequent study, because language development requires continuous training.

Headquartered in the United Kingdom, Reallyenglish launched its first service in 2002 in Japan and has since expanded to provide service throughout Asia and beyond. Reallyenglish is a cost-effective and high-quality alternative or supplement to face-to-face training. While Reallyenglish does provide stand-alone e-learning services, it also has partnerships with classroom training providers and school teachers to deliver hybrid learning solutions.





RECORDING OF SLOW MARCH AND DANCE PERFORMANCE

Students from Republic Polytechnic will record the slow march and dance performed by students from the ITE Colleges – Central, East and West; in different parts of Singapore. Videos of the performance will be uploaded and shared on the Movement's social media channels to reach out to the online audience.

REPUBLIC POLYTECHNIC

The first educational institution in Singapore to leverage Problem-Based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has six schools and two academic centres offering thirty-seven diplomas in Infocomm, Engineering, Applied Science, Technology for the Arts, Sports, Health & Leisure, Events and Hospitality, Enterprise, and Communication.

Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving skills and lifelong learning opportunities. Its holistic, broad-based curriculum, covering culture, enterprise development and cognitive processes, prepares students for an active and meaningful role in society.

Republic Polytechnic strives for excellence and has achieved various international and national accreditations, including ISO9001, ISO14001, OHSAS 18001, SS540, Singapore Quality Class, People Developer, Innovation Class, and Service Class. For more information, visit www.rp.edu.sg





PROMOTE STANDARD ENGLISH IN THE HOTEL INDUSTRY

The Singapore Hotel Association (SHA) will partner the Speak Good English Movement for the first time this year. With English as a functional language in hotels and the service industry in Singapore, SHA finds it critical for Standard English to be used as this workforce comprises the people that Singaporeans and international visitors would encounter most frequently.

SHA will support the Movement by promoting Standard English in the hotel industry through the distribution of English resources and collateral with English tips to hotel personnel. Pronunciation workshops are also in the pipeline to help those in the hotel industry pronounce and articulate their words better. In raising their consciousness to the use of Standard English, Singapore's hotel industry's professionals will be presented in a better light for the tourism sector.

SINGAPORE HOTEL ASSOCIATION

The Singapore Hotel Association (SHA) is the umbrella body for hotels in Singapore. Its membership is made up of hotel entities which are represented by proprietors of hotels or appointed representatives. Its current membership comprises 136 hotels which accounts for about 90% of total gazetted room count.

The SHA is currently headed by its Executive Director, Ms Margaret Heng, who is also the Chief Executive of SHATEC, the training arm of SHA.

Activities of SHA revolve around the following main themes:

- · Research and Representations
- Marketing and Promotions
- Manpower and Training
- Productivity and Service Excellence
- · Safety and Security
- Community and Public Relations
- Publications





VENUE PARTNER FOR LAUNCH EVENT

The Speak Good English Movement will kick off its 2014 campaign at the Chamber, at The Arts House.

The Arts House is happy to work with the Movement this year as it shares the view that communicating in Standard English is the key to clarity. With clear communication, ideas can be presented effectively and understood by all.

THE ARTS HOUSE - HOME TO WORDS

Occupying the almost 200-year-old building that was Singapore's first Parliament House, The Arts House since its opening in 2004 has been playing an active role in the Singapore arts and creative scene. As a centre for writing, writers and ideas, The Arts House supports and presents programmes and festivals that aim to develop and promote literary arts in Singapore. For more information, please visit www.theartshouse.com.sg.





WORKSHOPS AT THE LIBRARIES

In conjunction with the launch of the Speak Good English Movement 2014, The English Channel will conduct workshops to help student participants prepare for the 'O' Level English Language examination.

The 'O' Level English exam is the final key assessment for students before they move on to tertiary education. The students' performance on the exam has an impact on their confidence as well as their interest in speaking and writing in English during social situations.

The English Channel believes that helping students do well in their 'O' Level English exam gives them the confidence to speak and write in Standard English in their everyday lives

ABOUT THE COMPANY

The English Channel is a Singapore-based education company that specialises in English Language training for foreign scholars and international students who are studying English as a second language. The company believes that language is the basis for meaningful communication. Its mission as English language specialists is to bridge cultures through the English language. The English Channel aims to nurture students who can think critically and use the English language to communicate meaningfully.

Founded by Lorraine Tham, an ex-MOE English Language teacher with over 10 years of experience as an educator, TEC was set up to allow her to pursue her vision of enabling people of different cultures and backgrounds to find common ground through language. Lorraine is also one of the founding partners at School of Thought, an education-focused social enterprise.

For enquiries, please contact us via email teacher@englishchannel.com.sg



THE STRAITS TIMES

8 NOTEBOOKS WITH ENGLISH TIPS AND QUOTES FROM ST EDITORS

To support the Speak Good English Movement's focus on grammar for 2014, The Straits Times will produce 8 notebooks with English tips and quotes from the desk of the Editors.

These notebooks which will be distributed to the public will feature language pet peeves and common mistakes that journalists and editors of ST often encounter. Correct versions of these mistakes are included in the notebooks to increase Singaporeans' awareness on the right use of language.

INSPIRING TEACHER OF ENGLISH AWARDS

The Straits Times, in partnership with the Speak Good English Movement, and with the support of the Ministry of Education and the English Language institute of Singapore, organises the Inspiring Teacher of English – Teaching and Leadership Awards; the first national award for English teachers in Singapore schools.

Launched in 2008, the annual Inspiring Teacher of English – Teaching 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 Millenia institute.

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Winners of the award will be announced in October 2014 and up to ten teachers will receive the award.

THE STRAITS TIMES

The Straits Times, the English flagship daily of SPH, has been serving readers for more than a century. Launched on July 15, 1845, its comprehensive coverage of world news, East Asian news, Southeast Asian news, home news, sports news, financial news and lifestyle updates makes The Straits Times the most-read newspaper in Singapore.

The Straits Times also has an online presence at www.straitstimes.com. The site features top stories, blogs and an online forum threads. Also under The Straits Times' umbrella are citizen journalism site Stomp and online television service RazorTV. For more information, visit www.straitstimes.com.





THE THEATRE PRACTICE STORY CHALLENGE

The Theatre Practice, in partnership with the Speak Good English Movement, has conducted an impromptu story-telling competition in March 2014, aimed at primary and secondary school students.

In this setting, participants were required to think on their feet and speak confidently in public – life skills that The Theatre Practice advocates through the Story Challenge. Participants also learnt the value of speaking good English to be more expressive and clearly understood by their audience.

Participants were given 15 minutes to come up with a story based on a given theme. Five minutes before the performance, an extra element of the story is given to the participants to include in their narratives.

THE THEATRE PRACTICE

Established in 1965, The Theatre Practice has etched out a pivotal and long-cherished spot in local theatre and cultural history. It has painstakingly ridden out the storms of the last half-century, found itself indebted to the staggering contributions of generations gone by, and emerged stronger than ever. Through the years, The Theatre Practice has marched forward upon the strength of bilingualism, while pursuing the ideals of "staying firmly rooted to the local, expanding awareness of the world at large, seeking commonalities yet accepting differences, and embracing one and all in harmony". The Theatre Practice continually introduces classic gems, while also encouraging original creations; it strives to inject local flavour in its performances, while also keeping itself open to the infinite possibilities in the global arena. From the very beginning, The Theatre Practice has been a pioneer in Arts Education, bringing countless workshops and performances into schools, and nurturing several generations of Singaporeans.

Forging into the new century, The Theatre Practice awaits fresh beginnings and challenges. It will spare no effort in presenting highly acclaimed quality productions, and see no limits in exploring original, experimental works as it aims to steadily build upon the foundations of Singapore theatre.





YMCA PLAIN ENGLISH SPEAKING AWARDS

The YMCA Plain English Speaking Awards (PESA) is a programme organised by the YMCA of Singapore in partnership with the Ministry of Education, National Library Board and the Speak Good English Movement.

Open to all Pre-School, Primary, Secondary, Junior College / Centralised Institute / ITE / Polytechnic students, the annual YMCA PESA is a national level speech competition. "Plain English" is defined as spoken English that is simple and easily understood in terms of presentation and content. It involves the use of appropriate words to ensure that a speech is clear and concise in order for the audience to understand it clearly.

Objectives:

- 1. To promote public speaking in plain English as an important communication skill
- 2. To provide an avenue for students to sharpen their speaking skills and to build confidence in public speaking
- 3. To provide an opportunity for students to learn by observing proficient speakers

YMCA PESA has grown over the years and is now the largest English language speaking competition organised in the region with 221 contestants participating in this year's competition. The quality of speeches and English Language standard of the participants have improved tremendously over recent years – a result of the high standards and stringent criteria set by the judging panel, with chief judges provided by the Ministry of Education.

YOUNG MEN'S CHRISTIAN ASSOCIATION

YMCA of Singapore is a voluntary welfare organisation which seeks to serve all members of the community, regardless of race, language or religion through wholesome programmes which are based on Christian principles.

YMCA organises 17 structured and sustained YMCA-Tan Chin Tuan Community Service Programmes to enrich the lives of the beneficiaries from 34 partnering voluntary welfare organisations and self help groups. The beneficiaries include the intellectually, mentally and physically challenged, out-of-school youth and youth-at-risk, abused and underprivileged children, the visually and hearing impaired, the elderly and the poor.

Some of the other programmes include the YMCA-Lim Kim San Volunteers Programme, overseas community service programmes, rebuilding programmes for disaster-hit communities and YMCA Financial Assistance & Capability for Employment Scheme.

YMCA was conferred the 2008 Outstanding Non-Profit Organisation Award by the National Volunteer & Philanthropy Centre on 13 November 2008. The organisation also owns social enterprises, such as the YMCA International House, YMCA Child Development and Student Care Centres, YMCA School and YMCA Tertiary Education. For more information, visit www.ymca.org.sg



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