

2 February 2021
For immediate release

Online registration for the Speak Mandarin Campaign Family Talent Competition 2021 is now open

(Closes 21 February 2021)

The ninth edition of the Speak Mandarin Campaign Family Talent Competition takes place this year.

Jointly organised by the Promote Mandarin Council, CHIJ St. Nicholas Girls' School (Primary), Committee to Promote Chinese Language Learning (CPCLL) and PCF Sparkletots Preschool, the Speak Mandarin Campaign Family Talent Competition is a nationwide competition that provides immersive opportunities for children to learn Mandarin and for families to bond and have fun concurrently.

To participate in this Competition, students (aged between five and twelve) and their parents or grandparents are to form family teams each comprising a maximum of four members. Each team must record a four-minute performance, before submitting it online for the Preliminary Round by Sunday, 4 April 2021. The results for the Preliminary Round will be released on 28 April 2021. The performances are to be based on the theme "Our Unique Home". Shortlisted teams will then compete in the Grand Finals which will take place on Saturday, 29 May 2021.

Online registration for the Competition is now open and will close on Sunday, 21 February 2021. Please visit <https://tinyurl.com/SMCFTC2021> to sign up.

The Competition also continues to be supported by partners, as it achieves the Speak Mandarin Campaign's objectives to promote Mandarin and supports parents' active roles in creating conducive home environments for their children's language learning.

For a full list of organisers and supporters, and more information about the Competition, please visit <http://mandarin.org.sg/en/past-events/family-talent-competition/family-talent-competition-2021> or find details in the Annex attached.

END

Annex

About the Speak Mandarin Campaign Family Talent Competition 2021

The Speak Mandarin Campaign Family Talent Competition is a nationwide competition that provides immersive opportunities for parents to bond and have fun with their children, while learning and speaking Mandarin.

The Competition was first launched in 2013 and this year marks its ninth edition. A new category for pre-school participants was launched in 2016, and the revised entry guidelines since 2018 allows participation by up to four family members per team. The Competition welcomed participation by grandparents since the 2019 edition of the competition.

Participation Criteria and Categories

1. Parent(s) or grandparents(s) and child(ren) must form a team. Each team is to comprise a minimum of two, OR up to a maximum of four members.
2. Participating children will have to be between five and 12 years of age. For any other participating children below five years of age, their performance will not be graded.
3. All participants must be Singapore Citizens or Permanent Residents.

The Competition will feature three categories. If you are signing up with more than one child, please register according to the age of the elder/eldest child.

Category	Participating criteria
A	For participating teams with elder/eldest child in Kindergarten Level 1 or 2.
B	For participating teams with elder/eldest child in Primary 1 or 2.
C	For participating teams with elder/eldest child between Primary 3 and 6.

Performance Theme and Preliminary Round

Teams will put up and record a four-minute performance based on the theme “Our Unique Home”, before submitting it online for judging at the Preliminary Round by 4 April 2021.

Organisers and Supporters

The Speak Mandarin Campaign Family Talent Competition 2021 is co-organised by:

- Promote Mandarin Council
- CHIJ St. Nicholas Girls' School (Primary)
- Committee to Promote Chinese Language Learning (CPCLL)
- PAP Community Foundation Sparkletots Preschool

The Competition is supported by:

- Thumbs Up
- Thumbs Up Junior
- Thumbs Up Little Junior

The prizes for the Competition are sponsored by:

- Creative Knowledge Labs Pte Ltd
- Hook on Books
- Maha Yu Yi Pte Ltd
- Sandbox VR
- Singapore Flyer and Time Capsule
- Sheng Siong

Venue Sponsor:

- Downtown East

Prizes

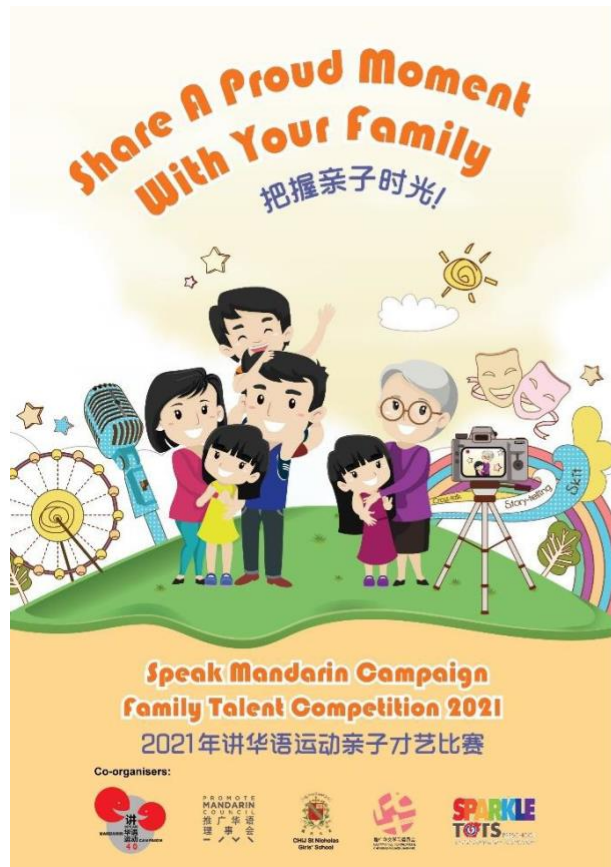
Title	Prizes
Cash Prizes for Winners	<p>1st Prize: \$500 cash</p> <p>2nd Prize: \$300 cash</p> <p>3rd Prize: \$200 cash</p> <p>4th Prize*: \$180 cash</p> <p>5th Prize*: \$150 cash</p> <p>All winners will receive a Trophy & Certificate of Participation</p>
Additional Prizes for Winners	<ul style="list-style-type: none"> • Hans Vision eDictionary PX2201 • WaWaYaYa JoyReader eStorybook • WaWaYaYa Magic Chinese • Book vouchers from Maha Yu Yi and Hook on Books • Singapore Flyer and Time Capsule tickets • Sheng Siong shopping vouchers • Sandbox VR Star Trek Discovery tickets** • Resorts World Sentosa attraction tickets*** • Wild Wild Wet Day Pass tickets*** • One-night stay at D'Resort***
Finalists	<ul style="list-style-type: none"> • Certificate of Participation • Maha Yu Yi book vouchers • Sheng Siong shopping vouchers

* Category A only

** Category C only

*** For top prize winners only

Publicity



Speak Mandarin Campaign Family Talent Competition 2021

The Speak Mandarin Campaign Family Talent Competition offers a unique opportunity for families to bond and learn together! Details of the competition are as follows:

1. Form a team of up to four people. Each team must consist of at least one child aged between 5 and 12, and one or two adults. The adults in the team must be the parents or grandparents of the child. Should there be more than one child in the team, the participating category will be determined by the age of the oldest child.
2. Submit a video recording of a performance no longer than 4 minutes (delivered in Mandarin) based on the theme "Our Unique Home". Entries are to be submitted online by 4 April 2021 for judging in the Preliminary Round.
3. Selected teams will enter the Grand Finals to be held on 29 May 2021.

讲华语运动亲子才艺比赛 2021

讲华语运动亲子才艺比赛为您提供一个学习华语以及促进亲子关系的平台!

比赛详情如下:

1. 每个参赛队伍以四人为限，其中必须包括至少一名年龄介于5至12岁的孩童，以及一至两名成人。参赛队伍中的成人必须是参赛孩童的父母或祖父母。若参赛孩童超过一名，主办方将根据较年长的孩童年龄决定其参赛组别。
2. 在初赛阶段，参赛者必须录制一段以“我们独特的家园”为主题的表演视频。表演时长不能超过四分钟。线上提交视频的截止日期是2021年4月4日。
3. 晋级队伍将于2021年5月29日参加总决赛。

Category A (Pre-school) Category B (Pri 1 & 2) Category C (Pri 3 & 6)		
Cash Prizes for Winners	Additional Prizes for Winners	Finalists
1st Prize: \$500 cash 2nd Prize: \$300 cash 3rd Prize: \$200 cash 4th Prize: \$180 cash 5th Prize: \$150 cash All winners will receive a Trophy & Certificate of Participation	<ul style="list-style-type: none"> • Hans Vision eDictionary PX2201 • WaWaYaYa JoyReader eStorybook • WaWaYaYa Magic Chinese • Book vouchers from Maha Yu Yi and Hook on Books • Singapore Flyer and Time Capsule tickets • Sheng Siong shopping vouchers • Sandbox VR Star Trek Discovery tickets** • Resorts World Sentosa attraction tickets*** 	<ul style="list-style-type: none"> • Certificate of Participation • Maha Yu Yi book vouchers • Sheng Siong shopping vouchers

Deadline for Registration
报名截止日期
21-02-2021

Alternatively, you may register using this link:
tinyurl.com/SMCFC2021



Supporters:

Prize Sponsors:

Venue Sponsor:

Follow the Speak Mandarin Campaign's Facebook page for regular updates on the Competition: <https://www.facebook.com/SpeakMandarinCampaign>

For past year Competition videos, please visit <https://www.youtube.com/PromoteMandarin>