

18 January 2023
For immediate release

Online registration for the Speak Mandarin Campaign Family Talent Competition 2023 is now open

(Closes 28 February 2023)

The **11th 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 family team must record a four-minute performance, and submit it online for the Preliminary Round by Sunday, 26 March 2023. The results for the Preliminary Round will be released on 27 April 2023. The performances are to be based on the theme “**Our Heritage, Our Stories**” 《我们的古往今来》. Shortlisted teams will then compete in the Grand Finals which will take place on Saturday, 27 May 2023.

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

For a full list of prizes, organisers and supporters, and more information about the Competition, please visit <http://mandarin.org.sg/en/past-events/family-talent-competition/family-talent-competition-2023> or find details in the Annex attached.

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Annex

About the Speak Mandarin Campaign Family Talent Competition 2023

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 first edition was inaugurated in 2013 and 2023 will mark the eleventh edition of this competition.

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) and/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 5 and 12 years of age. For 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 Heritage, Our Stories” 《我们的古往今来》, before submitting it online by 26 March 2023, for judging at the Preliminary Round.

Organisers and Supporters

The Speak Mandarin Campaign Family Talent Competition 2023 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

Venue Partner:

- Singapore Chinese Cultural Centre

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
- Kim San Leng
- Maha Yu Yi Pte Ltd
- Singapore Flyer
- SuperPark
- Pororo Park
- Tayo Station
- Trick Eye Museum Singapore

Prizes

All winners will receive a Trophy & Certificate of Participation

Category A		
1st Prize <ul style="list-style-type: none"> \$500 cash Hans Vision eDictionary PX2201, WaWaYaYa JoyReader eStorybook and WaWaYaYa Magic Chinese Tayo Station Elite membership Tickets to the Singapore Flyer, Singapore Zoo and Universal Studios Vouchers from Maha Yu Yi and Sheng Shiong 	2nd Prize <ul style="list-style-type: none"> \$300 cash Hans Vision eDictionary PX2201, WaWaYaYa JoyReader eStorybook and WaWaYaYa Magic Chinese Pororo Park Lite membership and admission tickets Tickets to the Singapore Flyer, Singapore Zoo and SEA Aquarium Vouchers from Maha Yu Yi and Sheng Shiong 	3rd Prize <ul style="list-style-type: none"> \$200 cash Hans Vision eDictionary PX2201, WaWaYaYa JoyReader eStorybook and WaWaYaYa Magic Chinese Tickets to Tayo Station, Singapore Flyer and Singapore Zoo Vouchers from Maha Yu Yi and Sheng Shiong
Category B		
1st Prize <ul style="list-style-type: none"> \$500 cash Hans Vision eDictionary PX2201, WaWaYaYa JoyReader eStorybook and WaWaYaYa Magic Chinese Pororo Park Elite membership Tickets to the Singapore Flyer, Singapore Zoo and Universal Studios Vouchers from Maha Yu Yi and Sheng Shiong 	2nd Prize <ul style="list-style-type: none"> \$300 cash Hans Vision eDictionary PX2201, WaWaYaYa JoyReader eStorybook and WaWaYaYa Magic Chinese Tayo Station Lite membership and admission tickets Tickets to the Singapore Flyer, Singapore Zoo and SEA Aquarium Vouchers from Maha Yu Yi and Sheng Shiong 	3rd Prize <ul style="list-style-type: none"> \$200 cash Hans Vision eDictionary PX2201, WaWaYaYa JoyReader eStorybook and WaWaYaYa Magic Chinese Tickets to Pororo Park, Singapore Flyer and Singapore Zoo Vouchers from Maha Yu Yi and Sheng Shiong

Category C		
1st Prize <ul style="list-style-type: none"> \$500 cash Hans Vision eDictionary PX2201, WaWaYaYa JoyReader eStorybook and WaWaYaYa Magic Chinese SuperPark multipass Tickets to the Singapore Flyer, Singapore Zoo, Trickeye Museum and Universal Studios Vouchers from Maha Yu Yi and Sheng Shiong 	2nd Prize <ul style="list-style-type: none"> \$300 cash Hans Vision eDictionary PX2201, WaWaYaYa JoyReader eStorybook and WaWaYaYa Magic Chinese SuperPark Lite membership and admission tickets Tickets to the Singapore Flyer, Singapore Zoo, Trickeye Museum and SEA Aquarium Vouchers from Maha Yu Yi and Sheng Shiong 	3rd Prize <ul style="list-style-type: none"> \$200 cash Hans Vision eDictionary PX2201, WaWaYaYa JoyReader eStorybook and WaWaYaYa Magic Chinese Tickets to SuperPark, Singapore Flyer and Singapore Zoo Vouchers from Maha Yu Yi and Sheng Shiong
Finalists		
<ul style="list-style-type: none"> Certificate of Participation Vouchers from Maha Yu Yi and Sheng Shiong 		

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>