

Press Release
For Immediate Release

Video Clip Contest Draws Entries from Families

(Closing date: 31 March 2013)

11 March 2013 – Creating videos together can be a fun way for families to spend quality time and use Mandarin together, as demonstrated by participants of the “Mandarin. It Gets Better with Use.” Short Video Clip Contest.

The Wong Family

To boost the fun factor of their regular activities and encourage her children to express their creativity, Mrs Wong got her family of four to produce a one minute video entry for the contest. Her children **Wong Qiang** and **Wong Yiwen** played the leads, while she and her husband took on the roles as scriptwriter and cameraman respectively. Their creative entry, which puns on the classic Kong Rong story, won them the Fortnightly Prize of a Canon digital camera.

“We took part in the Contest simply for the fun of it,” said the jovial Mrs Wong. “I thought it would be a good opportunity for us to do something together and the kids agreed. So we got down to doing it.”

The Video Contest is not the only contest that the family has participated in. Last year, Mrs Wong and her son Wong Qiang created an original Chinese picture book for “Beyond Words: Young and Younger 2012” and they won the Commendation Prize.

The Zhang Sisters

For sisters, **Yifan and Jiafan**, taking part in the Contest was a spontaneous decision. “It was easy to participate in the Contest since all that was required was a video no longer than one minute. We only took two hours to finish our product,” said Yifan. Their winning entry, set

around a tray of pineapple tarts, effectively and creatively demonstrates the use of five Mandarin terms related to values in less than one minute.

Apart from the Wongs' and Zhangs' videos, two other entries were selected for the Contest's Fortnightly Prize. They are **Ng Yi Xuan's** video on filial piety (百善孝为先) and **Ching Lim's** video on love (相亲相爱). The puns and candid demonstrations of how Mandarin can be used in our daily lives showcased the light-hearted side of learning and using Mandarin. Interestingly, all four videos are produced by teams made up of family members. The links to the winning videos can be found in Annex A.

Stand to win \$1,000 cash and an iPad Mini

With the introduction of a new Parent-Child Category this year, the organiser, Promote Mandarin Council, will be giving away more prizes. Apart from the Fortnightly Prizes, two creative entries from each Category will also be awarded the "Judges' Pick Award" and "Most Popular Video Award". Winners of these prizes will each walk away with \$1,000 cash and an iPad Mini.

The "Mandarin. It Gets Better with Use." Short Video Clip Contest is in its second year running. Interested participants simply need to submit a one-minute video recorded on any device demonstrating how a values-related Mandarin term is used. Entries can be submitted to omycontest@gmail.com from now to 31 March 2013. More information on the Contest can be found at <http://blog.omy.sg/use-mandarin>.

- END -

About the Speak Mandarin Campaign 2012/2013

This year marks the 33rd anniversary of this nationwide campaign that was first launched in 1979 by then Prime Minister Lee Kuan Yew. The objective then was to encourage Chinese Singaporeans to use Mandarin instead of dialects. Over the years, the campaign has shifted its focus to encourage Chinese Singaporeans to both embrace speaking Mandarin and enjoy an appreciation for Chinese culture and language.

