

Press Release
For Immediate Release

“Mandarin. It Gets Better with Use.” Short Video Clip Contest is Back with a Bang!

(Closing date: 31 March 2013)

25 January 2013 – The “Mandarin. It Gets Better with Use.” Short Video Clip Contest is back for its second year with some new features to spice up the competition: a theme, a new category and bigger prizes!

This year, participants are invited to express their creativity in a one-minute video based on the theme of values. The video should offer an interesting take on what a values-related Mandarin term means or how it is used.

Last year's witty and creative entries have shown that actively using Mandarin in one's daily lives can indeed be fun and enjoyable for Chinese Singaporeans.

For instance, an honorific term like “先生” (Sir/Mister) is used to demonstrate courtesy or politeness when addressing a senior. However, such terms can also be used to create a humorous effect as shown in a sample video on the Contest's website <http://blog.omy.sg/use-mandarin>. Participants can view this surprising scenario and other interesting examples from 2012 for ideas and inspiration.

The introduction of the new Parent-Child Category is perfect for parents looking for an opportunity to inject some fun and creativity in their children's learning process. Record the special moment when the child uses a new word that he or she has learnt, or when the family learns a new term or idiom together.

Participants may choose their own values-related Mandarin term or draw inspiration from a pool of suggested terms (e.g. “慷慨” generous, “诚实” honesty, “合作” cooperation). Videos may be presented in any style that best demonstrates the use of the chosen term.

Entries can be submitted to omycontest@gmail.com from now to 31 March 2013. Two creative entries from each category will be selected for the Judges' Pick Award and The Most Popular Award. Winners of these awards will each be presented with an iPad Mini and \$1,000 cash. In addition, attractive prizes will be given away fortnightly.

The Contest is organised by the Promote Mandarin Council in partnership with omy.sg. For more details, visit <http://blog.omy.sg/use-mandarin>.

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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.