

MEDIA RELEASE

Sports enthusiasts to be Game for Mandarin too

Sports to be linked to language use for the first time in Singapore

Singapore, 5 November 2007 – Chinese Singaporeans who love sports now have more reasons to use Mandarin and learn about Mandarin-related heritage too. Mr Lim Swee Say, Minister in the Prime Minister's Office, announced the partnership between the Speak Mandarin Campaign (SMC) 07/08 and various sports organizations at the campaign launch this afternoon.

Sports partners a Language campaign for the first time

2 Details of SMC 07/08's collaboration on the Sports strand were announced today. One of the partners of the campaign is the Singapore Sports Council (SSC). Using Sports as a platform, SSC will work closely with the campaign to promote Mandarin.

3 Five of Team Singapore athletes will also lend a personal touch to the campaign as the latest additions to the campaign's list of activists. They will share how they have used Mandarin in their games as well as for leisure. They are:

- Shi Jia Yi (Football)
- Jazreel Tan (Bowling)
- Roy Tay (Sailing)
- Michael Wong (Basketball)
- Vanessa Yong (Shooting)

4 On the partnership, Mr Oon Jin Teik, SSC's Chief Executive Officer said, "Team Singapore athletes are inspirational role models in their respective sports. As they take on activist roles for the campaign, we hope that more Singaporeans will be motivated to use Mandarin more often. We are therefore pleased to be working closely with the campaign and look forward to raising the profile of sports, and the use of Mandarin in Singapore."

5 Other sports-related partners include the Football Association of Singapore, the S-League and The Cage. The Straits Times and Stomp! will launch a new initiative - "On Your Marc, Get Set, Go!" - details of which will be released on 6 Nov 2007. StarHub mobile customers will have access to this content.

A contemporary look and feel, and a new theme song

6 At the launch, the Promote Mandarin Council, which organizes the campaign, revealed the concept and visuals of SMC 07/08. Promotional materials from outdoor advertisements to posters and collateral are designed with an edgy, vibrant and contemporary feel. Activists are also featured in the posters to encourage more Chinese Singaporeans to explore Mandarin together with them.

7 The campaign's theme song “挑战 (Challenge)” was created by two of the most sought-after talents in Asia's Mandarin Pop scene - Eric Ng (composer) and Xiaohan (lyrics). The song was performed by Ngak, a good example of a predominantly English Speaking Chinese Singaporean. The trio from Funkie Monkeys are also among SMC 07/08's activists, promoting the use of Mandarin via their areas of expertise and influence.

8 “We want to promote Mandarin and encourage its use as a lifestyle language. So far, the Campaign's ‘movies, music, metaphors’ approach has been very well-received. For this new campaign year, we're broadening and deepening the lifestyle thrust, into new areas such as sports and culture. As new details of the campaign unfold, we're sure that our target audience will be increasingly excited and motivated,” said Mr Kenneth Tan, Chairman of the Promote Mandarin Council.

9 The promotional materials will be displayed in public areas, buses, and MRT stations. There will be a CD compilation containing the theme song soon.

About SMC 07/08

SMC 07/08 aims to promote Mandarin as an enjoyable, fun and a living language via popular lifestyle activities to show how Chinese Singaporeans can embrace Mandarin in their daily lives. The tagline is “Speak Mandarin - Are You Game?” and in Chinese, “讲华语, 你肯吗?”. It retains its “华语 Cool!” branding which is now familiar and popular among Chinese Singaporeans.

Starting 5 November 2007, the campaign will run for 12 months, featuring a series of fun and engaging programmes and activities by its partners. Key strands of SMC 07/08 are **Sports, Culture** and **The Arts, Design and Lifestyle**. More details of the campaign and partners as well as the events calendar are available online at www.mandarin.org.sg.

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