

Singapore Government MEDIA RELEASE

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Singapore Press Release on the Internet (SPRInter) URL: <http://www.gov.sg/sprinter>

SPEAK MANDARIN CAMPAIGN 2001

THEME

The theme of this year's Speak Mandarin Campaign will centre on the promotion of Mandarin among Chinese Singaporeans and the link between the language and Chinese culture. As mentioned by Prime Minister Goh Chok Tong at the recent National Day Rally, language is an intrinsic part of Chinese culture and tradition. The new Campaign slogan will be *Mandarin: Window to Chinese culture* 华人. 华语. 华文 to reflect this nexus.

LAUNCH CEREMONY

2 Mr Lee Yock Suan, Minister for Information and The Arts will launch the 23rd Speak Mandarin Campaign (SMC) on Sat 8 Sep 2001. The launch ceremony will be held at the Singapore International Convention and Exhibition Centre (SICEC), Auditorium.

MANDARIN FESTIVAL - EXHIBITION AND FORUMS

3 The launch ceremony will kick-start a series of activities aimed at promoting Mandarin among Chinese Singaporeans and the nexus between Mandarin and Chinese culture. It will begin with a two-day Mandarin Festival 华人文化之窗 which will take place on Sat 8 and Sun 9 Sep from 11.00 am to 8.00 pm at Suntec City Mall, Entertainment Centre Atrium. A first for the Promote Mandarin Council, the Mandarin Festival will feature various aspects of Chinese culture, learning of Mandarin, Chinese IT tools and business in the form of exhibitions, talks and demonstrations conducted in both English and Mandarin. The various art forms and activities include Chinese calligraphy, painting, tea appreciation, opera costumes, marriage customs, comics drawing, pottery arts and craft, traditional Chinese medicine, Chinese IT learning tools. To add to the festivities, there will be stage performances such as games, quizzes and karaoke sessions with MediaCorp artistes and well-known local singers,

Chinese orchestra, opera and a cappella performances, appearances by actors from MediaCorp's Channel 8 sitcom 'School Days' and talks on traditional Chinese medicine and Chinese IT learning tools. (Please refer to the press kit for list of Mandarin Festival activities.)

4 At the same time, three forums will be conducted catering to different audiences. The first is a Mandarin business conference entitled *Continued Prosperity: Beyond Three Generations*, followed by a forum on *Speak Mandarin With Poise and Confidence* in English and Chinese to provide pointers on how to speak Mandarin well in public. Both will be held on 8 Sep. The third forum on 9 Sep is entitled *Learning Chinese, Easy Bites*. It will be conducted in English on various methodologies on motivating children learning Chinese. The speakers are specialists on these topics. The three forums will be held at the SICEC Auditorium. (Details can be found in the press kit.)

5 The Mandarin Festival exhibition and talks are jointly organised by the Promote Mandarin Council, Singapore Chinese Chamber of Commerce & Industry, Lianhe Zaobao and The NUS Modern Management Programme (Mandarin Alumni) as part of the collaborative effort to tap on the expertise of Chinese community organisations. The Mandarin Festival will cater for everyone in the family.

SMC CELEBRITIES

6 Promoting Mandarin as a cool and trendy language, four top MediaCorp artistes, Fann Wong, Tay Ping Hui, Sharon Au and Dasmond Koh will take on this role as the Speak Mandarin Campaign Celebrities. They will be appearing in the SMC television commercial, press campaign and publicity events including the Mandarin Festival. Their presence will add appeal and glamour to the Speak Mandarin Campaign.

SMC TV COMMERCIAL AND RADIO JINGLE

7 The SMC will launch a new TV commercial featuring the four SMC Celebrities enjoying a game of Chinese chess and sipping tea - two

quintessentially Chinese pastimes with the underlying message that the Chinese language is an intrinsic part of Chinese culture and tradition. To spread the message further, one of Singapore's latest singing star, Stella Ng, will popularise the Campaign's new jingle. The jingle was selected from a nation-wide jingle competition held in June.

SMC WEBSITE

8 The new-look SMC website (<http://mandarin.org.sg>) will feature a trendy look, with interactive, multi-media features, games, jokes and hyperlinks to international news websites. The revamp will be unveiled during the Speak Mandarin Campaign launch on 8 Sep. The SMC website was first launched in 1997 as a platform to promote Mandarin usage on the Internet and has a web chatroom which was set up in 1999.

MANDARIN MUSIC DAY

9 Harnessing music, a popular culture among younger Chinese Singaporeans, is another means where learning Mandarin can be made upbeat and fun. Plans for a Mandarin Music Day are in the pipeline. It will be held in Dec 2001 to be jointly organised by the Promote Mandarin Council and Music and Movement Singapore. The Music Day will be held at the Fort Canning Park with a myriad of music performances including *xinyao*, Mandarin jazz, evergreens and rock-and-roll by Singapore's leading bands and musicians. More details will be furnished at a later date.

MANDARIN TELEPHONE LESSONS

10 Since 1989, the Campaign has placed on Mandarin lessons telephone, to enable the public to pick up Mandarin at their fingertips. This year, the *Learn Mandarin. Phone-In-Lessons* comprising a series of 30 telephone Mandarin lessons will commence from 1 - 30 October 2001. The public can call a toll-free hotline 1800-112-2233 and learn current conversational terms on topics such as business and IT, arts and culture, health and exercise, education and transport. The telephone Mandarin Lessons will be reproduced in The Straits Times during the same period.

Issued by PROMOTE MANDARIN COUNCIL

4 Sep 2001

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