

Factsheet

华文？谁怕谁！ - *The Chinese Challenge 2010*

About 华文？谁怕谁！ - *The Chinese Challenge 2010*

华文？谁怕谁！ - The Chinese Challenge 2010 is a nationwide contest initiated by the Promote Mandarin Council to encourage Chinese Singaporeans and Permanent Residents to communicate better in Mandarin, for both cultural and business exchanges. Started in 2009, it aims to deepen Singaporeans' appreciation of Chinese culture and motivate them to improve their proficiency in Mandarin.

华文？谁怕谁！ - The Chinese Challenge 2010 is co-organised by the Promote Mandarin Council, Tote Board, Business China and The Chinese Language and Culture Fund.

The Promote Mandarin Council uses *华文？谁怕谁！ - The Chinese Challenge 2010* to stimulate and encourage Singaporeans to learn and discover the use of Mandarin beyond a functional language.

By presenting a series of questions ranging from the Chinese language to Chinese history and popular culture, *华文？谁怕谁！ - The Chinese Challenge 2010* will inspire its target audience to appreciate the finest in Chinese culture and language.

A brand new Student Category has been added to *华文？谁怕谁！ - The Chinese Challenge 2010* to draw the interest of an even wider youth audience.

Objectives

The goals are to:

1. raise awareness, increase knowledge and deepen appreciation of Chinese culture and language among Chinese Singaporeans and Permanent Residents; and
2. nurture bilingual and bicultural Singaporeans who are able to connect to China and the world.

Target Audience

1. **Group 1:** Working adults and tertiary students who have undergone a bilingual education in English and Mandarin and have a basic understanding of the Chinese language
2. **Group 2:** All Chinese Singaporeans and Permanent Residents who are interested to learn more about Chinese culture and language

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Contest Details

华文？谁怕谁！ - The Chinese Challenge 2010 is a 6-week online contest which will commence on 6 July. Every week, 10 questions related to Chinese culture and language will be posted on the website www.thechinesechallenge.sg for the Student and Open Category respectively. The public will go online to submit their entries and there will be weekly draws held to select the top scorers who will win attractive prizes.

Contestants with the highest cumulative scores at the end of six weeks will be invited to attend an audition where six finalists from each Category will be selected to challenge one another in the TV Grand Final. The Grand Final winner will walk away with \$10,000 worth of prizes, including \$5,000 cash.

Publicity Outreach Events

In an effort to reach out to the target audience, publicity events will be held between 19 to 23 July in various schools across Singapore. The public can also visit libraries at Jurong, Tampines, Woodlands and Victoria Street to view *华文？谁怕谁！ - The Chinese Challenge 2010* posters where the questions will be posted.

Roadshow details:

19 to 23 July 2010 in various schools across Singapore