

22 February 2018  
For immediate release

## **Online registration for the Speak Mandarin Campaign Parent-Child Talent Competition 2018 is now open**

(Closes 25 February 2018)

The sixth edition of the Speak Mandarin Campaign Parent-Child Talent Competition takes place this year.

Jointly organised by the Promote Mandarin Council, CHIJ St. Nicholas Girls' School (Primary), Committee to Promote Chinese Language Learning (CPCLL) and PCF Sparkletots, the Speak Mandarin Campaign Parent-Child Talent Competition aims to provide immersive opportunities for all participating families to bond and have fun, while learning and using Mandarin at the same time.

To participate in this Competition, parents and their children (aged between five and twelve) are to form family teams each comprising a maximum of four members. Each team must present a four-minute performance at the closed door Preliminary Round, which will take place on Saturday, 31 March 2018. The performances should be based on the theme "Happy Family". Shortlisted teams will then compete in the Grand Finals which will take place on Saturday, 2 June 2018.

Online registration for the Competition is now open and will close on Sunday, 25 February 2018. Please visit <https://www.tinyurl.com/smcpctc2018reg> to sign up.

This year, the Competition is also pleased to welcome new partners on board, to support the Campaign's objectives to promote Mandarin, and support parents' active roles in creating conducive home environments for their children's language learning.

For a full list of organisers and supporters, and more information about the Competition, please visit <http://mandarin.org.sg/en/events/parent-child-talent-competition-2018> or find details in the Annex attached.

### END ###

## Annex

### **About the Speak Mandarin Campaign Parent-Child Talent Competition 2018**

The Speak Mandarin Campaign Parent-Child Talent Competition is a nationwide competition that provides immersive opportunities for parents to bond and have fun with their children, while learning and speaking Mandarin.

The Competition was first launched in 2013 and this year marks its sixth edition. A new category for pre-school participants was launched in 2016, and the revised entry guidelines for the 2018 Competition now allows participation by up to four family members per team.

### **Participation Criteria and Categories**

1. Parent(s) and child(ren) must form a team. Each team is to comprise a minimum of two, OR up to a maximum of four members.
2. Participating children will have to be between five and 12 years of age. For any other participating children below five years of age, their performance will not be graded.
3. All participants must be Singapore Citizens or Permanent Residents.

The Competition will feature three categories. If you are signing up with more than one child, please register according to the age of the elder/eldest child.

| Category | Participating criteria  |
|----------|---|
| A        | For participating teams with elder/eldest child in Kindergarten Level 1 or 2. |
| B        | For participating teams with elder/eldest child in Primary 1 or 2.            |
| C        | For participating teams with elder/eldest child between Primary 3 and 6.      |

### **Performance Theme and Preliminary Round**

Teams will put up a four-minute performance based on the theme “Happy Family” at the Preliminary Round, to be held on Saturday, 31 March 2018.

### **Organisers and Supporters**

The Speak Mandarin Campaign Parent-Child Talent Competition 2018 is co-organised by:

- Promote Mandarin Council
- CHIJ St. Nicholas Girls’ School
- Committee to Promote Chinese Language Learning (CPCLL)
- PAP Community Foundation Sparkletots

The Competition is held in partnership with:

- Singapore Chinese Cultural Centre

The Competition is supported by:

- Thumbs Up
- Thumbs Up Junior
- Thumbs Up Little Junior
- MaxToon
- Yangzheng Foundation **[New]**

The prizes of the Competition are sponsored by:

- Creative Knowledge Labs Pte Ltd
- Singapore Flyer
- Wildlife Reserves Singapore
- Maha Yu Yi Pte Ltd **[New]**

**Prizes**

| Title                     | Prizes  |
|---------------------------|---|
| Winner                    | 1 x Trophy + Certificate<br>\$500 cash prize<br>1-day pass to Universal Studios Singapore<br>Singapore Zoo and Night Safari Admission Tickets<br>Singapore Flyer Flight Tickets<br>HansVision eDictionary PX2131 and WaWaYaYa JoyReader Chinese eStorybooks |
| 1 <sup>st</sup> Runner Up | 1 x Trophy + Certificate<br>\$300 cash prize<br>1-day pass to S.E.A. Aquarium<br>Singapore Zoo and River Safari Admission Tickets<br>Singapore Flyer Flight Tickets<br>HansVision eDictionary PX2131 and WaWaYaYa JoyReader Chinese eStorybooks             |
| 2 <sup>nd</sup> Runner Up | 1 x Trophy + Certificate<br>\$200 cash prize<br>1-day pass to Adventure Cove<br>Singapore Zoo and Jurong Bird Park Admission Tickets<br>Singapore Flyer Flight Tickets<br>HansVision eDictionary PX2131 and WaWaYaYa JoyReader Chinese eStorybooks          |
| Finalists                 | Certificate<br>\$100 book voucher   |

**Publicity**

**Speak Mandarin Campaign  
Parent-Child Talent Competition 2018**  
讲华语运动亲子才艺比赛 2018

**Co-organisers:**  
PROMOTE MANDARIN COUNCIL 推广华语理事会  
CHAU SEH HUI School  
SPARKLE TOTS PRESCHOOL BY THE COMMUNITY FOUNDATION  
SINGAPORE CHINESE CULTURAL CENTRE

**Partner:**  
新加坡中华文化中心

### Speak Mandarin Campaign Parent-Child Talent Competition is back!

The Speak Mandarin Campaign offers the unique opportunity for families to bond and learn! Here's how you can participate:

- Form a parent-child team of up to four persons and register on <http://mandarin.org.sg/events/parent-child-talent-competition-2018> by 25 February 2018.
- Put up a four-minute performance (delivered in Mandarin) based on the theme "Happy Family" at the Preliminary Round on 31 March 2018.
- Selected teams will enter the Grand Finals to be held on 2 June 2018.

**讲华语运动亲子才艺比赛为您提供一个促进亲子关系的平台！**  
参赛详情如下：

- 家长与孩子可组成不超过四人的小组，于2018年2月25日前到 (<http://mandarin.org.sg/events/parent-child-talent-competition-2018>) 填写报名表。
- 准备一段不超过四分钟，以“快乐家庭”为主题的华语表演，于2018年3月31日的选拔赛上呈现作品。
- 获选的参赛队伍将在2018年6月2日举行的总决赛争取冠军荣衔。

**Winners may be invited to perform at various events organised by the Speak Mandarin Campaign and its partners!**  
优胜队伍也将有机会在讲华语运动及其他合作伙伴所主办的活动呈献得奖作品!

|                  | Category A (Pre-School)  | Category B (Pri 1 & 2) | Category C (Pri 3 to 6) |
|------------------|--|------------------------|-------------------------|
| <b>1st Prize</b> | Trophy + Certificate, \$500 cash prize, 1-day pass to USS*, Singapore Zoo and Night Safari Admission Tickets*, Singapore Flyer Flight Tickets*, Hans Vision eDictionary PX2131 and WaWaYaYa JoyReader eStorybooks                |                        |                         |
| <b>2nd Prize</b> | Trophy + Certificate, \$300 cash prize, 1-day pass to S.E.A. Aquarium*, Singapore Zoo and River Safari Admission Tickets*, Singapore Flyer Flight Tickets*, Hans Vision eDictionary PX2131 and WaWaYaYa JoyReader eStorybooks    |                        |                         |
| <b>3rd Prize</b> | Trophy + Certificate, \$200 cash prize, 1-day pass to Adventure Cove*, Singapore Zoo and Jurong Bird Park Admission Tickets*, Singapore Flyer Flight Tickets*, Hans Vision eDictionary PX2131 and WaWaYaYa JoyReader eStorybooks |                        |                         |

All Finalist Teams will each receive a Certificate and \$100 book vouchers.  
\* For a family of 4 consisting of 2 adults and 2 children.  
All information stated is correct at time of printing and subject to change without notice.

Supporters:

Prize Sponsors:

Scan to enter registration site

Follow the Speak Mandarin Campaign's Facebook page for regular updates on the Competition: <https://www.facebook.com/SpeakMandarinCampaign>

For past year Competition videos, please visit <https://www.youtube.com/PromoteMandarin>