



Embargoed Release

4.00pm, Saturday, 7 September 2019

BULAN BAHASA 2019 SHOWCASES 'CITA, CITRA, CINTA'

7 September 2019 – Bulan Bahasa 2019 (Malay Language Month) was officially launched this afternoon by President Halimah Yacob, at the Asian Civilisations Museum (ACM).

A variety of programmes, events and activities, that showcase the new theme - 'Cita. Citra. Cinta. Bahasa Kita', will be presented by community partners throughout Bulan Bahasa, which will take place from 17 August to 13 October 2019.

This theme is visually complemented by Bulan Bahasa's new creative identity, which features five interesting illustrations – a lion, a rocket, a mouse deer, a guitar, and a *palari*, a Bugis vessel commonly used in the 19th century. These symbolise the hopes and aspirations for the Malay language, as the community works together at maintaining its use and relevance especially for the younger generations.

A Day of Celebrations for the Malay Language

Today, visitors to the ACM were treated to many interesting activities and performances presented by partners, schools, and Rakan Bahasa, that brought the Malay language and culture to life.

As Mdm Rahayu Mahzam, Chairman of the Bulan Bahasa Committee, thanked all partners, donors and sponsors for their continued support, she encouraged the community to continue to support and encourage the continuous use of the Malay language.

"The Malay language offers a window to the Malay community's wealth of knowledge, history and culture, and it is important for us to continue discovering its beauty. We hope that the community will continue to experiment and innovate with new ideas to attract people, especially the young to grow their interest in the Malay language," says Mdm Rahayu Mahzam.



Bulan Bahasa in the Heartlands

Bulan Bahasa 2019 continues to be celebrated in the heartlands of Jurong, Sembawang, Nee Soon, Chua Chu Kang, Tampines, Marsiling and Bishan-Toa Payoh (new). Dates and venues for the celebrations are as follows:

Day & Date / 2019	Heartland Celebrations	Venue
Sunday, 8 September	Bulan Bahasa @ Toa Payoh [NEW]	Toa Payoh HDB Hub Atrium
Saturday 14 September	Bulan Bahasa @ Sembawang	Woodlands Galaxy Community Club
Saturday, 14 September	Bulan Bahasa @ Jurong	Yuhua Community Club
Saturday, 14 September	Bulan Bahasa @ Marsiling	Woodlands Regional Library
Saturday, 21 September	Bulan Bahasa @ Tampines	Tampines West Community Club
Saturday, 28 September	Bulan Bahasa @ Chua Chu Kang	Keat Hong Community Club
Saturday, 28 September	Bulan Bahasa @ Nee Soon	Yishun Town Square

For Bulan Bahasa's full programme listings, please visit the website for Majlis Bahasa Melayu Singapura at: <https://mbms.sg>. To download the calendar of events for Bulan Bahasa 2019 please visit <https://tinyurl.com/BulanBahasa2019> or follow its social media platforms for updates at facebook.com/majlisbahasa or @BulanBahasa on Instagram. To watch videos related to MBMS or Bulan Bahasa, please visit <https://www.youtube.com/user/mbmssg>.

About Bulan Bahasa by the Majlis Bahasa Melayu Singapura

Bulan Bahasa (Malay Language Month) was first launched as a biennial event in 1988 by Majlis Bahasa Melayu Singapura (MBMS or the Malay Language Council, Singapore). Since 2011, it has become an annual celebration that continues to attract community interest, participation and support.

As a signature initiative of the MBMS, Bulan Bahasa is focused on encouraging the community to embrace and use the Malay language in their daily lives. It also aims to instil a deeper appreciation for the Malay culture, and promote the preservation of the community's rich heritage.

For more information about MBMS and Bulan Bahasa, please visit mbms.sg and facebook.com/majlisbahasa.



For Immediate Information

Programme Highlights for the Launch of Bulan Bahasa 2019 on Saturday, 7 September at the Asian Civilisations Museum.

All programmes are free.

Jejak Interaktif bersama Rakan-rakan Museum – Interactive Museum Trail with Friends of the Museum

Visitors to the Asian Civilisations Museum can experience the art, textiles, publications and artefacts found in the Malay world from the 19th century, in soapbox tours presented by Rakan Bahasa. All Rakan Bahasa will be conducting their tours in Malay, with versions available in English for other visitors.

Time: 11.00am – 5.30pm

Venue: Level 2, Galleries, Asian Civilisations Museum

Permainan Bahasa bersama Rakan Bahasa – Language Games with Friends of the Language

Participate in Malay language related games conducted by the Rakan Bahasa (students appointed as Friends of the Language) while you quench your thirst at the beverage and ice-cream booth sponsored by F&N!

Time: 11.00am – 5.30pm

Venue: Level 1, Hardcourt, Asian Civilisations Museum

Activity Booths

Test your knowledge on the Malay language, culture and heritage through interactive activities at the various booths presented by the students from By Definition, Elements Pictures, Ilham Childcare, Orchid Park Secondary School, School of Science and Technology, Singapore, Wellington Primary School and Yusof Ishak Secondary School.

Time: 11.00am – 5.30pm

Venue: Level 1, Lobby, Asian Civilisations Museum



Duit! Duit! by Bio Dew Management Institute (BDMI)

Challenge yourself in a financial literacy board game, inspired by Monopoly and The Game of Life. In this game, participants will get the opportunity to discover new Malay terms, related to finance and the economy.

Time: 2.00pm – 5.30pm

Venue: Basement, Demonstration Room, Asian Civilisations Museum

Juara Si Cilik by Nusantara World Music

Be entertained by primary school students in the sixth edition of Juara Si Cilik, an annual singing contest where students will perform traditional Malay folk songs in creative and interactive ways.

Time: 10.00am – 12.30pm

Venue: Basement, Auditorium, Asian Civilisations Museum

Nenek (I) Watch and Sis Cuba by Sriwana

Join Sriwana in two interactive dance showcases, Sis Cuba and Nenek (I) Watch! where visitors get to test their knowledge of Malay words through multimedia games. The story of Sis Cuba, features Amy, who has just returned from living overseas. To familiarise herself with the Malay language and culture, she goes window shopping at the Geylang Serai market. Nenek (I) Watch considers the possible connection between technology and the Malay culture as a grandson teaches his grandmother how to use a smartwatch.

Time: 12.30pm and 4.30pm

Venue: Level 1, Lobby, Asian Civilisations Museum



Cita. Citra. Cinta. Bahasa Kita by Perkumpulan Seni

Watch Cita. Citra. Cinta. Bahasa Kita, a cultural variety performance and immerse oneself in the performing arts. Audience will get to discover the beauty of the Malay language, through its different expressions in Malay dance, drama and poetry.

Time: 4.30pm – 5.30pm

Venue: Basement, Auditorium, Asian Civilisations Museum

Cinta Silat Cinta Bahasa by Perguruan Silat Seni Gayong Singapura

Visitors can challenge their knowledge of the traditional *silat* art form, by participating in Cinta Silat Cinta Bahasa. In this programme, visitors will be engaged in a giant crossword puzzle which will introduce different *silat* terms.

Time: 11.00am – 5.30pm

Venue: Level 1, Hardcourt, Asian Civilisations Museum

Dikir Barat Performance by Ilham Childcare

For a dose of cuteness overload, join Ilham Childcare for their *dikir barat* performances. These preschoolers will enthrall audience with the beauty of the Malay language, as reflected in the songs performed.

Time: 1.30pm and 3.00pm

Venue: Level 1, Lobby, Asian Civilisations Museum

Bahasa Menjunjung Budaya Dance Performance by Singapore Special Voices

Sing along with Singapore Special Voices, as they present a specially choreographed dance, based on 'Bahasa Menjunjung Budaya', Bulan Bahasa's theme song.

Time: 4.00pm

Venue: Level 1, Lobby, Asian Civilisations Museum



Pantun Workshop by Kelana Pantun Temasek

Join Kelana Pantun Temasek in a Malay *pantun* (quatrains) writing workshop which will introduce basic structures of *pantun* to participants.

This programme is also suitable for attendance by anyone interested in acquiring greater appreciation for the Malay *pantun* as workshop instructions can be provided in English.

Time: 11.30am – 12.30pm

Venue: Basement, Demonstration Room, Asian Civilisations Museum

Storytelling Sessions with June Ho and Karen Lim

Listen to storytellers June Ho and Karen Lim as they delight visitors with familiar Malay folk tales such as The Swordfish Attack of Singapore, and The Mouse Deer and The Crocodile. This programme is suitable for non-Malay speaking museum visitors interested in experiencing stories from the Malay community.

Time: 12.00pm, 1.00pm and 3.30pm

Venue: Level 2, Shaw Foyer, Asian Civilisations Museum