



7 September 2013

For Immediate Release

## **A VIBRANT SHOWCASE OF THE VERSATILITY OF THE MALAY LANGUAGE AT BULAN BAHASA 2013**

Bulan Bahasa returns for its 27<sup>th</sup> year with a festive two-day launch full of activities that celebrate and demonstrate the versatility of the Malay Language.

This year, Bulan Bahasa will be focusing on just three of the many characteristics of the Malay Language – Bahasa Ilmu (Knowledge), Bahasa Budaya (Culture) and Bahasa Mesra (Human Relationships/Networks) – highlighting the multifaceted nature of the language and its various functions in society.

“Every year, we do our best to include everyone from the Malay community, and this year we have engaged individuals, organisations and groups to create programmes that allow the community to experience this year’s theme that portrays the richness and importance of the Malay language” explains Mr Zaqy Mohamad, Chairman, Bulan Bahasa 2013. “We all own the Malay language and it is our responsibility to ensure it is protected and continues to thrive among the younger generation and for generations after.”

The Malay Language Month 2013 will be launched on 7 September 2013 at the River Room, Asian Civilisations Museum (ACM), with Mr Lawrence Wong, Acting Minister for Culture, Community and Youth as the Guest of Honour.

### **Exciting Start to a Month of Malay Programmes**

Visitors to the Asian Civilisations Museum and the Museum’s Green today and tomorrow will be treated to a carnival of interactive programmes that appeal to all ages. This is the first time Bulan Bahasa is partnering a museum for its launch, a partnership that represents the importance of language in understanding and appreciating one’s culture and heritage. The beautiful and historical grounds of the Asian Civilisations Museum also lend itself well to the various genres of activities that have been specially created by partners.

### **Music**

The stage is set on the ACM Green for two consecutive evenings of music by Art Fazil and friends. Aptly named “Pentas Seloka”, referring to a traditional Malay free form style of poetry, Art Fazil has put together an impressive mix of acts from Hip Hop to Blues and the romantic Dondang Sayang. Music lovers will also get to experience a very special appearance and performance by the legendary 92 year old Momo Latif.



## **Families**

Families can also spend time at the Green learning how to craft their own *Batik* pieces and *Wau* (Malay Kites) while playing traditional games such as *Gasing*. For a cooler activity, the Learning Gallery with an array of specially-selected collection of Malay-language books is a good option as families can read together or kids can learn from a student buddy from the Madrasahs.

## **Sports**

Sports fans can also get their adrenaline pumping high during the weekend. On Saturday, be wowed by the powerful yet graceful moves of the *Silat* practitioners decked out in their traditional attire. On Sunday, the Courts Young Lions team will drop by to meet and play friendly matches with the public.

## **Theatre**

Theatre enthusiasts are not left out either. Head to the Ngee Ann Auditorium for an updated *Bangsawan* performance based on a narrative from “Harry Potter and the Deathly Hallows” by TEATRO Temasek Polytechnic. Teater Artistik will also put on a moving show comprising of three monologues in “The Artistic Monologue Project”.

Full programme listings for the two-day Festival as well as the Malay Language Month can be found on the Bulan Bahasa website at <https://mbms.sg>.

## **Language Ambassadors – Important Role Models for the Community**

The Malay Language Council, Singapore has appointed four prominent Malay individuals from different walks of life as Malay Language Ambassadors for 2013, bringing the total number of ambassadors to 18.

This year’s Ambassadors are Playwright Aidli Alin Mosbit, Celebrity Host and Actress Nurul Aini, Captian of the LIONSXII Shahril Ishak and Singer Siti Zahidah Fadil.

These four Ambassadors are exemplary role models who champion the Malay language, inspiring those in their spheres of influence to be active users of their mother tongue in their daily lives.



**Gerbang Bahasa – the First Calendar App for Malay Language-related Activities in Singapore**

Keep track of all these exciting weekend activities plus the rest happening throughout the year with the Gerbang Bahasa mobile app. Available both on iOS and Android devices, this app features comprehensive calendar listings in a mobile-friendly layout, push notification services and handy social media sharing tools.

The app can be downloaded at no cost from the Apple Store and Google Play.

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### About Bulan Bahasa

Bulan Bahasa was first launched in 1988 by the Malay Language Council, Singapore as an initiative to encourage the Malay community to embrace the Malay language in their daily lives. Users of the Malay language are heirs and ambassadors of the rich Malay language and can ensure the continuity of the language through continuous usage. From being a biannual event, Bulan Bahasa, since 2010, has become an annual event. The various activities of Bulan Bahasa have been created to promote and instil greater confidence in and mastery of the Malay language.

For more information about the Malay Language Council, Singapore and Bulan Bahasa, visit <http://mbms.sg>.