



Embargoed Press Release

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**BULAN BAHASA CELEBRATES SG50
WITH A SHOWCASE OF MALAY LANGUAGE AND CULTURE IN SEPTEMBER 2015**

In conjunction with SG50, the Malay Language Council, Singapore (MLCS), will be launching *Bulan Bahasa* (Malay Language Month) on **5 September 2015** at Gardens by the Bay followed by a month of programmes and activities expressing the versatility of the Malay language, culture and heritage.

Join us for a weekend of festivities as our partners demonstrate the beauty, vibrancy and essence of *Bahasa Ilmu, Budaya* and *Mesra*.

Mr Zaqy Mohamad, Chairman, *Bulan Bahasa* says, “This year we are staging *Bulan Bahasa* at the internationally-acclaimed Gardens by the Bay, and we invite all Singaporeans to join us to celebrate the richness of our national language”.

Immerse yourself in the timelessness and relevancy of *Bahasa Melayu*

Over the weekend of 5 and 6 September, the community can enjoy a host of programmes taking place at various locations in Gardens by the Bay.

They can meander through the different gardens and experience poetry recital and interactive storytelling sessions on Singapore’s myths and legends, told against the colourful backdrop of the “Singapore Stories” floral display.

Members of the public can also enjoy an enthralling showcase of classical and traditional Malay dances as well as *dikir barat* performances. Performers will share the meaning behind the moves allowing everyone to understand the history and significance behind them.

The community can discover the differences and similarities of *Silat* practices of the past and present as practitioners demonstrate *Pencak Silat* through their display of moves and weapons.



Families can test their knowledge on the Malay language and culture while they play fun games such as *Naik Tangga* (Snake and Ladder) and *Congkak*. They can also craft their own *tanjak* (headgear) and other pieces of Malay attire to bring home.

The launch celebrations on 5 September will end with an evening concert set against the beautiful Supertree Grove. Bring along your floor mats and picnic baskets and be treated to an evening of music under the stars.

The community is invited to register for entry tickets to enjoy programmes inside the Flower Dome (refer to page 4 for registration details).

Duta Bahasa (Language Ambassadors) 2015

Every year since 2010, Malay Language Council Singapore has appointed Duta Bahasa as champions and role models of the Malay Language. This year, four ambassadors have been identified based on their passion for the Malay language and culture.

1. *Datuk* Ramli Sarip – Celebrated musician in Malay rock music
2. Nur Hafiza Osman (Fiza O) – Popular radio DeeJay on Ria 89.7FM
3. Harianto Diman – Journalist and Presenter with Berita Harian
4. Siti Aisyah Mohamed Salim (Chempaka Aizim) – Writer and Teacher at Madrasah Alsagoff Al-Arabiah

Profiles of all *Duta Bahasa* are available in the accompanying attachment.

Extending Bulan Bahasa in the Heartlands

This year, three more Group Representation Constituencies (GRCs) are coming on board to extend Bulan Bahasa's outreach. Nee Soon, Jurong and Choa Chu Kang will be joining Tampines in MLCS SG50 celebrations in the heartlands.



In addition, Malay Activity Executive Committees (MAECs) and partners will also be organising *Semarak* activities island-wide.

Bulan Bahasa Launch 2015

The Bulan Bahasa Launch will take place on Saturday, 5 September 2015 at Gardens by the Bay with Prime Minister, Mr Lee Hsien Loong, as the Guest of Honour.

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#### **For more information, please contact:**

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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 and culture in their daily lives. From being a biennial 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 [mbms.sg](http://mbms.sg) and [facebook.com/majlisbahasa](https://facebook.com/majlisbahasa).



## **How to Register for your Free Entry to the Flower Dome**

Registrations for entry to the Flower Dome can be made via the following platforms. Please provide us with your full name, mobile number and email address, and indicate the date of the launch weekend that you will be attending, i.e. either 5 or 6 September 2015, or if you will be attending for both dates.

1. Register online via PEATIX <http://bulanbahasa.peatix.com>.
2. Email us at [NHB\\_MalayLanguageCouncil@nhb.gov.sg](mailto:NHB_MalayLanguageCouncil@nhb.gov.sg)
3. Call us at (65) 6332 3293 during these times from Mondays to Fridays: 9am to 12pm and 2pm to 5pm.

*Registrations will close on 24 July 2015.*

An email confirmation will be provided upon every successful registration.

Note: The email confirmation is **NOT** to be used as an entry ticket, and must be exchanged for the official Flower Dome entry ticket(s) on either 5 or 6 September 2015 only, at a *Bulan Bahasa* ticketing counter at Gardens by the Bay.



## **Duta Bahasa (Language Ambassadors) 2015**



**Datuk Ramli Sarip**, also fondly known as 'Papa Rock', started his music career as the frontman of local band, Sweet Charity, first formed in 1969 and largely credited as the band that ignited a 'rock explosion' in Singapore and Malaysia between the 70s and 80s.

In 1985, he left the band to pursue a solo Malay music career. As a solo artist, he transitioned from rock tunes to a more contemplative, Malay folk and traditional-inspired sound. His best-loved original compositions include 'Bukan Kerana Nama'. With over 12 solo albums to his name, he has to date garnered 12 platinum discs and 10 gold discs for best-selling albums.

As *Duta Bahasa*, Ramli firmly believes in the power of music to heighten language appreciation and connect people through lyric and song.



**Nur Hafiza Osman**, better known as Fiza O, is a radio DJ on MediaCorp's Ria 89.7FM. She is also producer of several TV shows targeted at Malay youths, such as 'The 'O' Show', 'Schools' and 'Girlfriends'.

She regularly co-hosts for various Malay programmes and most recently, hosted Suria's singing talent quest, '*Anugerah*', and the regional Malay Music Awards, '*Anugerah Planet Muzik*'.

As a new mum, Fiza O believes strongly in the importance of preserving and passing on the Malay language to the next generation.



**Hairianto Diman** graduated from the National University of Singapore, with a degree in English Language. Throughout his university education, he was a Hosting Director and Radio Show Presenter at NUS RadioPulze.

As a journalist at *Berita Harian* (BH), his bilingualism gives him a strong advantage as he pursues top stories to convey to the Malay reading audience. Hairianto is an avid user of social media.



**Siti Aisyah Mohamed Salim** is a writer of short stories, better known to most by her pen name, Chempaka Aizim. Her written works, which address literary and current issues, have been published in several newspapers and magazines.

In 2006, her *cerpen* (short story) titled 'Dia Tetap Ada' was awarded the *Anugerah Sayembara Noktah Putih*. In 2013, she received a consolation prize for her *cerpen* titled 'Bicara Rumah Kedai' under the *cerpen* category for *Anugerah Persuratan* (Malay Literary Award) organised by the Malay Language Council, Singapore.

Formerly an honours graduate in Malay literature from the Universiti Kebangsaan Malaysia, Siti Aisyah currently teaches at Madrasah Alsagoff Al-Arabiah and remains passionate about writing, hoping to publish her next works, soon.



## **Themes for Bulan Bahasa 2015**

### ***Ilmu, Budaya, Mesra (Knowledge, Culture, Relationships)***

The Malay Language Month invites us to use the Malay Language as a means of obtaining and sharing *knowledge*, of communicating and preserving *culture*, and of strengthening our social ties and *relationships*.

#### **Language as Knowledge**

Our appreciation and understanding of the Malay language is strengthened when we use it in our pursuit of knowledge. Regardless of its use in developing a scholarly understanding of the language, in deepening or acquiring religious knowledge or simply in using it as a means of communication in our daily lives, the Malay language continues to be an important medium for discovering and expanding the knowledge of our community.

#### **Language as Culture**

The graceful and artistic nature of the Malay culture is made even more meaningful through the stylistic qualities of the Malay language that communicates the heart and soul of the Malay people. It is through the language that we recognise and appreciate the richness and significance of our heritage and culture.

#### **Language builds Relationships**

The Malay language strengthens the ties and relationships among its speakers. Regardless of its use through *pantun* or poetry in solemn ceremonies, or in the company of family and friends at the beach, the language creates a warm environment that cultivates closer ties.

The Malay language as '*Ilmu, Budaya, Mesra*' reflects its importance throughout all layers of society. When we use the Malay language, we are able to preserve knowledge and culture, as well as to foster ties that matter. Our language will also be conserved through its continued use, allowing us to pass it on to the generations after us.