

Headline	SGEM engages mrbrown to write story showcasing good English		
Date	14 Nov 2009		
Media Title	Yahoo! News	Section	-
Page No.	N.A.	Size	N.A.
Description	Local blogger mrbrown commissioned by the Speak Good English Movement to write an online blog story		

SGEM engages mrbrown to write story showcasing good English

Channel NewsAsia - Saturday, November 14

SINGAPORE: Popular local blogger mrbrown has been engaged by the Speak Good English Movement to write a story showcasing good English.

mrbrown is best known for his hugely popular podcasts and blog posts which are often punctuated with Singlish.

mrbrown, whose real name is Lee Kin Mun, recognises the contradiction, but he said he wouldn't be able to do his work without a strong foundation in English.

The movement hopes to engage Internet—savvy young Singaporeans through mrbrown's online story that uses social media such as blogs, Twitter and Facebook.

The aim is to engage and entertain readers while weaving in English tips and anecdotes.

Goh Eck Kheng, Chairman of the Speak Good English Movement, said youths in Singapore spent up to nine hours online daily.

He said the decision to engage mrbrown was to show youths that they can write in good English, and entertain at the same time.

The Speak Good English Movement was launched in 2000. It encourages Singaporeans to speak standard English that is universally understood. — CNA/de