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MEDIA RELEASE

FOR IMMEDIATE RELEASE

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10 September 2011 – The Speak Good English Movement 2011 was launched today with a new message – to encourage all Singaporeans to join the Movement by being good role models of English, especially to children they interact with.

Speaking at the launch at Jurong Regional Library, Guest of Honour, Mr Lawrence Wong, Minister of State for Defence and Education, urged everyone, especially parents, to take the responsibility to learn how to speak and communicate well so that they can be good role models of the language. He also emphasized that it is critical for teachers and parents to work hand in hand to create an environment where children can listen to good English all the time, anywhere.

The Movement also has a new tagline for the year – “How You Speak Makes a Difference”. It is an important reminder that how we speak affects those who listen to us, especially young children who are curious learners and tend to mimic what they hear.

### **Speak Good English Carnival**

Starting today, the entire five levels of Jurong Regional Library will be transformed into a “Speak Good English Carnival” until 11 September 2011. There will be lots of games and activities for children, parents and young people to show that they can have fun while still learning and using Standard English. The library will also be turned into a “Good English Zone” where the Movement’s partners, library staff and visitors will be encouraged to speak only in good English.

### **How good is your English?**

Singaporeans who want a quick and fun way of testing and improving their knowledge of the English language can take the “How good is your English?” quiz. Developed by the British Council in partnership with the Movement, this quiz allows Singaporeans to test themselves with a range of grammar and vocabulary questions. Participants can also take part in a lucky draw and stand a chance to win a pair of air tickets to London, or an iPad or a MacBook Air by submitting their quiz scores and personal particulars to the Movement by midnight, 24 October. The quiz will be available at the Speak Good English Carnival as well as the Movement’s website at [goodenglish.org.sg](http://goodenglish.org.sg).



### **Our Partners and Programmes**

Partners are critical to the Movement as they add value to and support the Movement by helping it reach groups of Singaporeans that it cannot reach on its own.

Joining the Movement this year as part of the Carnival is Modern Montessori International. Children can look forward to an upbeat rap performance that teaches the importance of good pronunciation as well as a drama performance based on "Horton Hatches the Egg" by Dr Seuss. Parents are not left out too as Modern Montessori International will be holding two workshops for parents at the Carnival. "Teach English the Rap Way" shares with parents ways on how to teach their children English in an informal and fun way while "My Child Speaks Just Like Me!" raises awareness on the need for parents to speak good English with their children.

NTUC First Campus will also be engaging children at the Carnival with their storytelling sessions on stage and fun games at their booth. Parents and teachers interested in picking up skills on storytelling can take part in the "Let's Tell A Story" workshop that will also be conducted at the Carnival.

Recognising the importance of public speaking skills, Epiphany Education will be conducting two workshops on the topic – one for adults and one for children. Each workshop is specially tailored to provide simple tools and tips for the two different audiences and their needs. These tips include how to master your emotions, build confidence and think on the spot. Beyond the Carnival, Epiphany Education also plans to hold free workshops for the public at various public libraries in support of the Movement.

### **For Youth: The Acoustic Sessions**

Branching out from the School Invasion Tour, Invasion will be targeting youth at the Carnival with "The Acoustic Sessions" – a series of acoustic sessions by Singaporean indie bands. Audiences can expect an intimate session with the bands which include Vanessa Faith, Caracal, For This Cycle and Cove Red. Band members will also be sharing their personal experiences of how a good command of the English language is important in achieving success in the music industry.

### **About the Speak Good English Movement**

Launched in 2000, the Speak Good English Movement is a nationwide movement to encourage Singaporeans to speak Standard English that is universally understood. Standard English is English with correct grammar and pronunciation, and is not about accent. The Speak Good English Movement and its partners provide programmes to help people learn to speak good English in fun and interesting ways. Visit our website at [goodenglish.org.sg](http://goodenglish.org.sg) to find out more.