

Media Release

IMMEDIATE RELEASE



## THE SPEAK GOOD ENGLISH MOVEMENT ADDS RICHNESS TO LUNAR NEW YEAR GREETINGS

The Speak Good English Movement will be giving red packets, free of charge, mandarin orange bags and sweets to members of the public for the coming Lunar New Year.

On each item is a paper-cut design with alternative words for **happiness**. They are: blest, jubilation, cheer, joy, prosperity, bliss, mirth, felicity and glee. These may be used to greet family and friends if one chooses to do so in English.

The sweets convey more than just the wish for sweetness for the New Year. Reflecting the tag line "Good English from the tongue, sweetness on the lips", each pack comes with eight useful tips to improve one's English.

There are also three types of postcards, each covering an aspect of grammar: countable and uncountable nouns, subject-verb agreement and tenses.

"Through these gifts, we hope to inspire Singaporeans to develop a richer English vocabulary and to encourage the use of thesauruses and grammar resources," said Mr Goh Eck Kheng, Chairman of the Speak Good English Movement.

Members of the public who wish to receive these exclusive Chinese New Year gifts from the Speak Good English Movement, may collect them in Chinatown, Toa Payoh Hub and Junction 8 Shopping Centre from 6 pm on Saturday, 21 January 2017. The gifts will be given out on a first come, first served basis, while stocks last.

### **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 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. To learn more, visit [www.goodenglish.org.sg](http://www.goodenglish.org.sg).