



MEDIA RELEASE

FOR IMMEDIATE RELEASE

The Speak Good English Movement 2009 introduces a new tagline to highlight the importance of being more than just understood.

24 August 2009 – The Speak Good English Movement has a new tagline for the year - Impress. Inspire. Intoxicate.

The key message for this year's campaign is that speaking good English is about communicating well. Going beyond the use of correct grammar and accurate vocabulary, communicating well is about being able to express yourself better with the language and being more than just understood. It's not about using big words or long sentences. It could be as simple as encouraging a colleague with an inspiring story, or impressing an interviewer with clear and confident responses.

Mr Goh Eck Kheng, Chairman of the Speak Good English Movement said, "We have opportunities to impress, inspire and intoxicate with the English language everyday in many common situations: When a parent tells a bedtime story, when a sales person makes a pitch, when an executive presents a strategic proposal, when a young person persuades friends to watch a movie."

The tagline "Impress. Inspire. Intoxicate." will be strongly reflected in all the programmes and initiatives of the Movement and our partners for the year.



Our Partners and Programmes

Together with our partners, the Movement will showcase English as a fun and interesting language to learn and use, as well as provide opportunities for Singaporeans to improve their English.

Tune in from November to 938LIVE and listen out for valuable tips and topics that are close to the hearts of PMEBS (professionals, managers, executives, businessmen). Focusing on “How to Inspire and Motivate your Team”, the radio programme will be presented in the style of an informal conversation between a trainer and a newly promoted manager where listeners will learn the importance of “Asking the Right Way” and the need for “Connecting with People”. For example supervisors can improve working relations with colleagues and clients by building up trust and respect with words. For bosses and managers, the right choice of words can become both a source of inspiration and motivation for their team members.

Turning the focus on children, the Speak Good English Movement is partnering the British Council on a series of workshops for teachers and parents with kindergarten and primary school children. Speaker Matthew Winchester from the British Council will cover different themes such as “Learning English through Reading” and “Learning English Online”. Held at the Woodlands Regional Library, this series aims to provide parents with the knowledge and tools on how they can creatively teach their children the language, as well as inspire parents to be role models of good English.

The National Library Board will also point people to a helpful list of websites and library resources on the topic of English with the *Pathfinder*. An annual initiative by the National Library Board, this handy mini-booklet, will help you to “Improve Your English to Express Yourself Better” with resources specially selected by librarians.



Focus on the Youth

This year, one of the key initiatives of the Movement targets youths from 18 to 29 years old. With the growing importance of digital communication technologies and the rise in popularity of social networking tools among the youth, the Speak Good English Movement will be using new media to reach out to this target audience with an exciting drama series that will play out entirely online through social media platforms such as blogs, Twitter and Facebook.

Titled "Six Lives.", the series will follow six friends as they plan an event that will change their lives forever. Secrets will be uncovered as the friends realise that communication is more than just being understood. Look out for details which will be unveiled at the launch of the Speak Good English Movement 2009.

Speak Good English Movement 2009 Launch

Deputy Prime Minister Teo Chee Hean will be the Guest of Honour at the Speak Good English Movement 2009 Launch. He will launch the online drama series during the event on 28 August 2009.

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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. If you want to learn more, visit www.goodenglish.org.sg.

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