

Media Release

*For Immediate Release*



**15 May 2013**

### **Improve Your English with Ten Simple Tips**

Improve your English with the Speak Good English Movement's quirky series of 10 colourful mugs, each with their own useful tip on how you can better speak and use the English Language.

At the Speak Good English Movement Launch today at Toa Payoh HDB Hub, Guest of Honour Mr Lawrence Wong, Acting Minister for Culture, Community and Youth and Senior Minister of State, Ministry of Communications and Information, announced that the Movement is using mugs to bring ten quick and simple tips to as many Singaporeans as possible.

Various F&B outlets including hawker centres, coffee chains, cafes and restaurants will be supporting the campaign by using the Movement's mugs to serve hot beverages to their customers. With cafes and coffee shops being common meeting grounds for both the young and old, this partnership is an opportunity for the Movement to reach out to even more people than before in a fun and light-hearted manner.

Some of these partners include Gayatri Restaurant, Dignity Kitchen and drink stalls at Hong Lim Food Centre. The mugs will be distributed to partners in phases after the launch.

This list is not exhaustive and the Movement hopes to get even more F&B outlets onboard. Those who are interested can contact the Movement by writing to [goodenglishsg@gmail.com](mailto:goodenglishsg@gmail.com).

## **Good English on Air**

One of the English tips that the Movement is promoting is to “Listen consciously to good English”.

In support of the Movement, deejays from radio stations like Power 98, Kiss 92, Symphony 92.4 and Gold 90.5 have made the commitment to consciously use Standard English while on air.

Power 98 has also taken a step further to help spread the message of good English by introducing its new segment called “Say It Right” on the Lunch Show with Elliott Danker. This segment focuses on commonly mispronounced words and words that are often misused. The Lunch Show airs on weekdays from 10am to 2pm.

## **Targeting Working Adults**

This year, the Movement is targeting working adults aged 20 to 39 years old, encouraging them to improve their standard of English as it will serve them well at work.

To reach this group of Singaporeans, the Movement has partnered various organisations to roll out initiatives and programmes that will help to enhance the communication skills of working adults.

These initiatives include:

1. Does your English work for you?

The British Council, one of the Movement’s long-standing partners, has updated the Movement’s well-received self-assessment quiz, reworking the questions to make it relevant for the working adult.

The first step to improving our English is finding out our level of proficiency and recognising the need to take action and raise our standards. To encourage all Singaporeans to do so by taking this quiz, everyone who completes the quiz and mails it to the Movement will stand a chance to win a Business English course by the British Council worth over \$1,500.

The quiz can be found on the Speak Good English Movement’s website and in the The New Paper, The Straits Times and TODAY on 16 May.

## 2. Workshops for Working Adults

The Movement's partners, including Ascend, The English Professionals, British Council, Language Works, National Library Board Academy and Quantico will be running free workshops that cover work-related topics at the museums and libraries across the island.

## 3. Series of 52 English Tips

The Movement has put together a series of 52 tips, one for each week of the year, which companies can disseminate to their staff. These tips cover topics like grammar, word choice and tenses. Companies who are interested to have and share these tips can email the Movement at [goodenglishsg@gmail.com](mailto:goodenglishsg@gmail.com).

**For more information, please contact:**

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

