



Media Release

*For Immediate Release*

**7 May 2013**

### **The Speak Good English Movement Encourages all Singaporeans to improve their English with Ten Simple Tips**

The Speak Good English Movement is putting out ten quick and simple tips that all of us can use to increase our standard of English. These tips also show that taking a little step each day, whether it is reading a book or listening to the radio, can significantly help to improve our English proficiency.

With these tips, the Speak Good English Movement wants all Singaporeans to take action this year by actively seeking out the tools and resources that are available to increase their language proficiency.

#### **Targeting the Working Adults**

This year, the Movement is placing special emphasis on working adults aged 20 – 39 years old with the message that enhancing their speaking and communication skills will serve them well at work.

Mr Goh Eck Kheng, Chairman of the Speak Good English Movement, explains the rationale for this core target group, "We can and should keep improving our standard of English even after we have left school and are working. It's your choice if you want the advantage that English proficiency brings or be left behind."

The Movement will be rolling out several initiatives and programmes for this target group.

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 working adults. The quiz can be found on the Speak Good English Movement's website.

Workshop partners, including Ascend, The English Professionals, Language Works and Quantico will be running free workshops that cover work-related topics at the museums and libraries across the island.

### **Sending out Messages to all Singaporeans**

The Movement has definitely not forgotten the rest of our fellow Singaporeans.

Keep your eyes peeled as the Speak Good English Movement is invading F&B establishments near you! Using an interesting medium, the Movement will be bringing to all Singaporeans ten tips on how we can be more proficient in Standard English.

Of these ten tips, three of them are to

1. read on a regular basis,
2. listen to the way people speak good English and
3. think before speaking.

The other tips will be revealed during the campaign launch on 15 May 2013.

### **Our Partners and Programmes**

Partners are critical to the Movement as they add value to and support the Movement by extending its reach to a greater number of Singaporeans.

New to the Movement this year is the participation of various F&B outlets including hawker centres, coffee chains, cafes and restaurants. They will be doing their part to engage Singaporeans and provide tips on how they can increase their proficiency in Standard English. 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.

Other partners include ITE, The Theatre Practice, Eye Power Games, T-Net Club and the YMCA who will all be running English programmes in support of the Movement.

The full list of partners and details can be found in the "List of Partner Programmes".

## **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)