

MEDIA RELEASE

For Immediate Release

Promote Mandarin Council announces results for Speak Mandarin Campaign Theme Song Contest

22 December 2011 – Mandarin can be mastered, as long as one is willing to use it – this was the general sentiment reflected in the song entries received for the Speak Mandarin Campaign Theme Song Contest.

Organised by the Promote Mandarin Council, the Speak Mandarin Campaign Theme Song Contest aimed to encourage Chinese Singaporeans to explore and express the beauty of the Chinese language and culture. Close to seventy entries were submitted over three months in which the Contest was held.

The results of the Contest were also released today. Two Merit Prize winning entries worth \$500 in cash and three Consolation Prize entries worth \$300 in cash were carefully selected for the Open Category. Meanwhile, student participants were given cash vouchers worth \$250 as Tokens of Commendation. These vouchers may be used to redeem music courses at Ocean Butterflies' Music Forest or Funkie Monkeys Music School.

For Merit Prize winner, 21 year old **Lynn Lee Mun Leng**, having the courage to speak Mandarin is just as important as knowing the language. The undergraduate at the National University of Singapore hoped that her lyrics would convey the message that Mandarin can be mastered as long as one constantly uses it. The Contest was also her first attempt at writing a theme song, which she saw as a challenge for herself.

Nelson Tan Yan Cong, who walked away with the other Merit Prize, is currently an undergraduate at the Nanyang Technological University majoring in Art, Design and Media.

While he aspires to be a filmmaker, the 22 year old also shows strong interest in song writing. Having grown up using Mandarin as his main language of communication, Nelson participated in the Contest to do his part to promote Mandarin in Singapore.

Consolation Prize winner **Huang Peh Linde** used simple lyrics to bring out the theme of the Speak Mandarin Campaign this year – “Mandarin. It gets better with use”. The undergraduate at the National University of Singapore Yong Siew Toh Conservatory of Music believed that Mandarin can be mastered, as long as one makes the language part of his daily life.

Inspired by the theme of the Speak Mandarin Campaign this year, **Elkan Lim Boon Ching**, **Joanna Koh Teng Teng** and **Woon Lu Ping** hoped that their Consolation Prize winning piece will relay a message that learning Mandarin can be fun. Lyricist of the song, Elkan, also hoped that the song will help fellow Chinese Singaporeans overcome their fear of learning Mandarin.

The last Consolation Prize went to **Pung Kok Mun** and **Julian Kwok Yin Hung**. The duo hoped that their light-hearted entry would inspire young Chinese Singaporeans to pick up Mandarin by learning a few new phrases and words every day.

The Theme Song Contest is one of the key initiatives for the Speak Mandarin Campaign in 2011. Judges for the Contest consisted of renowned Singaporean music industry veterans, including Professor Liang Wern Fook, Mr Eric Ng from Funkie Monkeys Production and Mr Zennon Goh from Ocean Butterflies.

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About the Speak Mandarin Campaign Theme Song Contest

The Speak Mandarin Campaign Theme Song Contest was organised by the Promote Mandarin Council with an aim to make learning Mandarin a fun and easy experience for all Chinese Singaporeans. The Contest also aims to provide a platform for all aspiring lyricists and composers to showcase their talent.

About the Speak Mandarin Campaign 2011

This year marks the 32nd anniversary of this nationwide campaign that was first launched in 1979 by then Prime Minister Lee Kuan Yew. The objective then was to encourage Chinese Singaporeans to use Mandarin instead of dialects. Over the years, the campaign has shifted its focus to encourage Chinese Singaporeans to both embrace speaking Mandarin and enjoy an appreciation for Chinese culture and language.

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Merit Prize Winners (Open Category)	
Lee Mun Leng Lynn	这话要这么说
Nelson Tan Yan Cong	华文 谁怕谁
Consolation Prize Winners (Open Category)	
Lim Boon Ching Elkan Joanna Koh Teng Teng Woon Lu Ping	听说读写
Huang Peh Linde	刷牙跟吃饭
Pung Kok Mun Kwok Yin Hung	多一句多一趣