

DETAILS OF PARTNER PROGRAMMES



A MEDIACORP Station



938LIVE AT THE SGEM CARNIVAL

Join 938LIVE in these onsite recordings of radio programmes.

Details:

- **Ask**
As the saying goes, if you don't ask for it, you won't get it. Get your questions answered with our expert guests. **ASK** is the show that will pose questions we all ask ourselves every day. In this recording session, Michelle Martin speaks to Michael A. Podolinsky, Speaker and Author of "Productivity: Winning In Life" on "What it takes to be the best you can be in any aspect of your life?"
- **Guess Who**
A game in which we give you a four-line rhyme and you have to guess who we are referring to in that rhyme. Give the right answer and win exclusive station goodies!
- **Talking Books with Michelle Martin**
Talking Books is a potpourri of book news, reviews, book club discussions and one-on-one interviews with the literati. See and hear Michelle chat with Joshua Foo, author of "The Right Mistakes".
- **Raw and Ready**
A chat show for youth, by youth! Hosted by Sarah Cheng de Winne, she gets up close and personal with you youths who have been there and done that.
- **A Slice of Life Hour with Eugene Loh**
The long-running motivational radio show takes to the stage. Eugene Loh and his guest Koh Seng Choon, author and management consultant will talk about "Success in Living". They will share tips on how to get inspired even when the odds are against you.

MEDIACORP RADIO DIVISION

MediaCorp Radio division leads the local broadcasting industry by providing the best audio entertainment and offering up-to-the minute news and information. As a people-oriented business, MediaCorp Radio division is committed to meeting the varied listening needs of Singapore with her rich and diverse culture.

From its inception as a single radio station in 1936, MediaCorp Radio division has grown to become the largest radio network in Singapore. MediaCorp Radio operates 13 local FM stations, including 6 English stations, 3 Chinese stations, 2 Malay stations, 1 Indian station and an International Channel.



MediaCorp Radio division is the radio arm of MediaCorp. MediaCorp is Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies, digital and out-of-home media. MediaCorp has over 50 products in four languages (English, Mandarin, Malay and Tamil), including online classifieds, Internet TV-on-demand and High Definition TV broadcast. Winner of numerous international awards and accolades including Asian Television Awards' Terrestrial Broadcaster of the Year, MediaCorp's vision is to become Asia's top media company, delivering valued content to the world. For more information, please visit www.mediacorradio.sg

READ-ALONG WITH US

Come listen to authors Adeline Foo (best-selling author of *The Diary of Amos Lee* and *Whoopie Lee, Almost Famous*) and Eliza Teoh (author of the *Ellie Belly* series) as they give a fun reading cum dramatisation of their books at the Speak Good English Carnival.

Children will also get a chance to be invited on stage to read out selected portions and awarded with special prizes. Other children will also stand a chance to win prizes by answering questions based on the readings.

ADELINE FOO & ELIZA TEOH

Adeline Foo is the best-selling author of the three-book series *The Diary of Amos Lee*. Spurred on by the success of *The Diary of Amos Lee*, Adeline has launched a spin-off series called *Whoopie Lee, Almost Famous*, depicting the exploits of Amos' little sister Whoopie.

Adeline, who holds a Masters Degree from the New York University Tisch School of the Arts, is also the author of more than 10 picture books.

Eliza Teoh is the author of newly-launched series *Ellie Belly*. The first book in the series, *Ellie Belly: Follow that Bird!* sold out within two months of its release and is currently being reprinted. It has also been nominated for Popular Bookstore's inaugural Readers' Choice Awards 2011.

Eliza, a Singapore Press Holdings scholar, was a journalist and sub-editor at The Straits Times. She is currently an editorial consultant. Her second book, *Ellie Belly: Cat's Out of the Bag* will be released by end-September.

The Diary of Amos Lee and *Whoopie Lee, Almost Famous* is published by Epigram Books while the *Ellie Belly* series is published by Bubbly Books. *The Diary of Amos Lee* books are being adapted as an Okto TV series by Woosh Pictures, a Film and TV production company.

The Amos Lee Show is being produced by Woosh Pictures, a film and television production company.



ENGLISH WORKSHOPS FOR YOUNG EXECUTIVES

Ascend – The English Professionals, in support of the Speak Good English Movement, has been conducting a series of workshops at various libraries across the island since 2010. Workshops focus on the proper usage of grammatical skills and use of English at the workplace. Professionally qualified and trained teachers have been conducting these free workshops for the benefit of local working adults in Singapore.

Ascend will also be conducting a workshop at the Speak Good English Carnival on “Everyday English – Getting it Right and Being Polite!” This workshop includes a presentation covering various aspects of everyday English including the correct use of idioms and colloquial phrases. Participants will also have the opportunity to practice using these forms in small group activities.

This year, they will be conducting another series of 8 talks in November and January 2012. Topics include:

- Questions – When, Why and How to use them
- Adding Emphasis and Using Articles
- Reported Speech – “What did he say?”
- Relative Clauses – Adding Information

ASCEND EDUCATION CENTRE

Ascend – *The English Professionals* – is located in the heart of the Central Business District in Singapore. Since 2004 they have been providing high quality, full-time and part-time English certificate courses to adults in small interactive classes of no more than 15 students. All their courses are delivered by professionally qualified teachers. In addition, they also provide private tuition packages for students and customised training courses for companies to meet their needs.

ENGLISH WORKSHOP SERIES

Following on from the success of last year's workshops at the Woodlands National Library, the British Council, in support of the Speak Good English Movement, has extended its scope to deliver a series of free workshops in public libraries across Singapore from September to October 2011. Topics covered include Grammar for Parents, Pronunciation for Parents and A Guide to Presentations.

To enable the general public to have free and easy access to quality English materials, the British Council has developed a website specifically for learners of English: <http://learnenglish.britishcouncil.org>

INSPIRING TEACHER OF ENGLISH AWARD

British Council has played an active role in the Inspiring Teacher of English Award since its inception in 2008. British Council believes that the teacher plays a pivotal role in being able to ignite a love for the English language in their students and is honoured to again sit in the panel of judges tasked with selecting the winners for 2011.

BRITISH COUNCIL

- The British Council is the UK's international organisation for educational opportunities and cultural relations and the world's leading cultural relations organisation.
- The British Council connects people with learning opportunities and creative ideas from the UK to build lasting relationships around the world.
- We operate in 110 countries and territories worldwide and have been in Singapore since 1947.
- The areas we focus on in Singapore are arts, education, English language teaching and UK examinations services.
- The British Council is a non-political organisation which operates at arm's length from government.
- Our patron is Her Majesty the Queen



DADS FOR LIFE INFORMATION BOOTH

Strong father-child relationships are premised on effective communication. Research suggests that a father's involvement in his child's life predicts his child's literacy and academic development. The Speak Good English Movement is an ideal platform in providing fathers with the language tools to further their communication and involvement with their children. In support of the Speak Good English Movement, Dads for Life will be joining the Speak Good English Carnival to conduct activities especially for fathers and their children and give away special prizes.

Dads for Life is happy to offer its resources to fathers – via the Dads for Life website (www.dadsforlife.sg) and other media platforms – to remind them of their important roles as role models to their children, especially in the area of language acquisition and communication. The website will feature articles on the importance and the benefits of the use of proper language in facilitating effective communication between fathers and their children. Dads for Life also hopes to feature noteworthy and inspiring fathers who have exemplified the theme of “being models to our children” throughout the campaign period.

DADS FOR LIFE

Dads for Life is a national movement, launched in November 2009, that seeks to inspire and involve fathers to become good influencers in their children's lives...for life. It is aimed at mobilising fathers to ACT:

- A** - Be **Aware** of the importance of their roles
- C** - **Commit** to be good fathers and role models to their children
- T** - Spend **Time**, Acquire **Tools**, and bring **Transformation** to lives.

A community-led networking under the auspices of the National Family Council, the Fathers Action Network (FAN), drives the movement and its initiatives. Since its launch, the movement has reached fathers through various platforms including schools (Fathers@Schools), the online community (dadsforlife.sg, Facebook, Twitter), workplaces (Dads@Workplaces) as well the social service sector.



PUBLIC SPEAKING WORKSHOPS & GAME BOOTH

In support of the Speak Good English Movement, Epiphany Education will be conducting two workshops on public speaking at the Speak Good English Carnival. These two workshops, one for children and one for adults, will provide simple tools and share tips on how one can battle his fear of public speaking such as how to master your emotions, build confidence and think on the spot.

Epiphany Education will also be running a game stall at the Carnival. Titled "Don't Get It ~~Re~~ng Wrong!" participants identify commonly misspelled words by "fishing" out these words from a pool of words within 60 seconds.

Beyond the Carnival, Epiphany Education plans to hold free workshops for the public at various public libraries in support of the Speak Good English Movement.

EPIPHANY EDUCATION

Epiphany Education is a creative education company that deals with learning. We believe that learning should be fun, engaging and most importantly, exciting. We achieve this by creating, packaging and delivering content in a variety of mediums including games, activities, simulations and software. Combining this with an energetic and sincere team of trainers, we work towards leading every student to their own Epiphany moment. We specialize in working with students from Primary to Tertiary level in areas including Communication, Entrepreneurship, Leadership and Financial Literacy."



MOO-O AND PENGUIN ADVENTURES

EyePower Games will be joining the Speak Good English Carnival, by showcasing two software that help children improve their oral skills by interacting with media.

The two software are:

1. **Moo-O (with Houghton-Mifflin Harcourt's level-graded StoryTown Readers)**

Moo-O is a flagship product of EyePower Games designed to motivate children to learn through play and to read through the power of immersive technology. With the help of a webcam, a microphone and the Moo-O software, children (the story readers) are instantly transformed into the characters of the story that they are reading. A first-of-its-kind product, Moo-O has won the acclaim of teachers from countries such as Australia, Canada, New Zealand, Singapore, the United Kingdom and United States. Level-graded StoryTown Readers from world's leading publisher, Houghton-Mifflin Harcourt, are now available as Moo-O stories.

2. **Penguin Adventures**

Penguin Adventures is an online game jointly developed by EyePower Games and the National Institute of Education (NIE). This game teaches phonics and phonemic awareness and there are lessons as well as mini casual games that learners can play.

EYEPOWER GAMES COMPANY

EyePower Games aspires to create a truly participative and collaborative technology platform that can be harnessed to enable users to experience media-enriched immersive environments that enhance learning and collaboration. Capitalizing on its unique imaging technology, it produces NewsMaker and Moo-O - targeted strategically for use in the teaching of language arts and language across the curriculum - that have won awards in United States for being outstanding educational software. EyePower Games continues to create impact in the educational software industry through its innovative partnerships of video technology with innovative educational software design that empowers learners of the 21st century.



HEART BOARD GAMES WEIRD TALES GAME BOOTH

I Heart Board Games! is proud to be a partner of the Speak Good English Movement 2011. Like the Movement, Weird Tales was created with the aim to encourage players to use English accurately and confidently.

Carnival goers can look forward to the following activities by I Heart Board Games! at the Carnival:

- **Weird Tales Game Session**
Join in the fun by playing Weird Tales. Each game will last about 30 to 45 minutes.
- **Weird Tales, the Board Version**
Take part in a life-sized version of Weird Tales where you, your friends or family members become the pawn pieces on the board. Form a row of 4 and you win!
- **I Heart Board Games! Giveaways**
I Heart Board Games! will be giving away balloons and other prizes including buttons, goodie bags and Weird Tales box sets.

I HEART BOARD GAMES!

I Heart Board Games! is a startup company, supported by SPRING Singapore and Singapore Polytechnic, that specializes in creating fun learning resources and innovative educational programmes.

We launched our first game, 'Weird Tales', an innovative card game which explores creative ways to tell a story. The aim of the game is to gain points with story cards and completing the story according to an ending card picked at the start of the game. Weird Tales has been played by primary school students as young as 8 years old, secondary school students, tertiary students and even adults like teachers. So join in the fun and compete to become the most stellar storyteller!

We don't just play games! I Heart Board Games! has also put together various enriching workshops such as Storyteller! (for young storytellers), Write! (for budding writers), ARTiculate (for English enthusiasts), Take the Stage! (for student leaders) and Good Morning! (for little broadcasters).

Feel free to contact us at 68790470 or email us at ask@iheartboardgames.com if you would like to know more about us or our programmes!



INVASION: THE ACOUSTIC SESSIONS

In conjunction with the launch of the Speak Good English Movement 2011, Invasion will be putting together “The Acoustic Sessions” at the Speak Good English Carnival. During these Sessions, acts and bands strip down from their usual electric sets to acoustic ones.

Young people can expect an intimate session with a focus on the lyrical aspects of the musicians' work and subtle elements of their music. Band members will also be sharing their personal experiences of how a good command of the English language is important in achieving success in the music industry.

Starting at 2pm on both days, “The Acoustic Sessions” will feature 6 different acts which run the gamut of music, from heavy rockers to singer-songwriters to indie folk.

Band line up:

Saturday 10 September 2011:

- Middle Child Syndrome (<http://www.facebook.com/midchildsyn>)
- Vanessa Faith (<http://www.facebook.com/vanfaithmusic>)
- Silhouette (<http://www.facebook.com/sgsilhouette>)
- Cockpit (<http://www.facebook.com/wearecockpit>)
- We The Thousands (<http://www.facebook.com/wethethousands>)
- Caracal (<http://www.facebook.com/caracalnoise>)

Sunday 11 September 2011:

- Natalie Hiong (<http://www.facebook.com/nataliehiong>)
- For This Cycle (<http://www.facebook.com/forthiscycle>)
- Cove Red (<http://www.facebook.com/pages/Cove-Red/63999342447>)
- Monster Cat (<http://www.facebook.com/thefurandthefury>)
- Tacit Aria (<http://www.facebook.com/group.php?gid=72145556054>)
- Nicholas Chim (<http://www.facebook.com/nicholaschim>)

INVASION ONLINE

Invasion is a youth community that is focussed on promoting local youth subcultures in the form of music, dance, parties, street fashion, design and gaming to the mass market. As musicians and members of different subculture communities themselves, Invasion works together with organisations and opinion leaders within these subcultures to generate online and offline content for the mass market through regular events, talent development workshops and intense and cohesive online promotions. Invasion also believes that Singaporeans do appreciate talent, and through these activities hope to translate appreciation into actual purchases so that it can be financially sound for Singaporeans to continue developing their skills for a more creative Singapore.

ENGLISH PRONUNCIATION WORKSHOPS

In support of the Speak Good English Movement, Jan & Elly English Language School will hold a series of free pronunciation workshops at various public libraries across Singapore. Targeted at parents and teachers, "The ABCs of Pronunciation" advocates better English pronunciation and diction, and teaches participants how to understand and use proper English pronunciation in an international environment.

More information on these workshops can be found at the Speak Good English Movement website at www.goodenglish.org.sg.

GAME STALL

Jan & Elly will also be running a game stall at the Speak Good English Carnival! See if you can spot the difference between UK and US words.

JAN & ELLY ENGLISH LANGUAGE SCHOOL

Jan & Elly English Language School offers a full suite of courses for children, taught by a team of experienced international and local educators steeped in the latest research and methodologies.

In 1995, the school became a pioneer in using phonetic transcription as a systematic way to teach correct pronunciation and reading in Singapore. The school's introductory pronunciation workshops for both adults and children under the *Speak Good English Movement* have led to the development of a series of intensive pronunciation workshops for MOE teachers.



GAME & INFORMATION BOOTH

Marriage Central supports the Speak Good English Movement by encouraging couples to express their thoughts and emotions clearly to their spouse to avoid miscommunication. They will be at the Speak Good English Carnival, holding activities at their booth.

Through an easy and fun language-based activity, participants will be given cut-outs of 12 different emotive words in which they will attempt to match to different levels and categories of expressed emotions.

Couples can also visit Marriage Central's resource point located at Jurong Regional Library, Level 2 and learn how to use the correct emotive words to express their feelings better. Marriage Central believes in the importance of effective communication as the key to strong and healthy marital relationships.

MARRIAGE CENTRAL

Marriage Central is a one-stop resource point under the National Family Council to promote strong, healthy and happy relationships. Strongly supported by the Ministry of Community Development, Youth and Sports, Marriage Central provides resources and referrals via various platforms, including its website and physical resource points at Jurong and Woodlands Regional Libraries and a strategic resource point at Registry of Marriage Building. Marriage Central also spearheads the annual Real Love Works Celebrations - a strategic public communications platform to promote and strengthen marriages.

In addition, MarriageCentral.sg is a one-stop portal that offers couples easy access to marriage content and marriage-related services such as marriage education programmes and marriage counselling provided by service providers. For more information, visit us www.MarriageCentral.sg or join us on www.facebook.com/MarriageCentral.



i'm lovin' it™



READING IS FUN WITH RONALD MCDONALD

This year, McDonald's supports the Speak Good English Movement with the Ronald McDonald "Reading is Fun" show that demonstrates the benefits of speaking good English as well as shows kids that reading can be fun.

McDonald's will also be creating bookmarks specially for the Movement that features both the incorrect and correct sentences commonly heard at McDonald's. Examples include:

Incorrect: "You meet Ronald McDonald before?"
Correct : "Have you met Ronald McDonald?"

These bookmarks will be distributed at the Speak Good English Carnival.

MCDONALD'S RESTAURANTS

In Singapore, McDonald's has more than 115 restaurants island-wide, eleven Drive-Thrus, over 30 dessert kiosks and over 30 McCafé outlets.

McDonald's is the first in the industry to offer super-convenience with McDelivery 24/7™ (online ordering available at www.mcdelivery.com.sg), 24 hours Drive-Thrus, 24 hours dining at a majority of restaurants daily or on weekends (Fridays, Saturdays and eve of Public Holidays) and Breakfast from 4am.

McDonald's employs 8,000 people in Singapore and serves more than 5 million customers every month. It is the recipient of the Aon Hewitt Best Employer award in 2007 (Singapore), 2009 (Singapore & Asia) and 2011 (Singapore & Asia) and the national Service Excellence award in 2008.

For further information on McDonald's Singapore, please log on to www.mcdonalds.com.sg



Ministry of Education
SINGAPORE

The Ministry of Education (MOE) continues to work with all schools to continually develop the quality of English among our young and is committed to a longstanding partnership with the Speak Good English Movement.

INSPIRING TEACHER OF ENGLISH AWARD

The Inspiring Teacher of English Award recognises and rewards outstanding and inspiring teachers of English in our schools. This is organised by the Speak Good English Movement and The Straits Times with the support of MOE.

MINISTRY OF EDUCATION

The Ministry of Education directs the formulation and implementation of education policies. It has control of the development and administration of the Government and Government-aided primary schools, secondary schools, junior colleges, and a centralised institute. It also registers private schools. More information on the MOE can be found on www.moe.gov.sg.

GETTING IT RIGHT

In partnership with the Speak Good English Movement, *my paper* will be running a series of stories titled “Getting it Right”. Each instalment will focus on individuals or groups whom are role models with a proven track record. These featured personalities have taken initiative in passing on the knowledge and habits of using and speaking good English and delve into their personal experiences.

It will also be accompanied by a tip-box which features three tips to help the reader improve English and feature a sidebar on RazorTV and STOMP initiatives for the Speak Good English Movement.

MY PAPER

my paper was launched on June 1, 2006. It was Singapore's first Chinese freesheet. *my paper* was relaunched on January 8, 2008 as the first bilingual newspaper in Singapore, and probably in the region.

The bilingual newspaper is a cosmopolitan newspaper that offers the best of both worlds, with wide coverage on home and world news, business, sports, lifestyle and entertainment in two languages within a single newspaper.

my paper offers a snazzy combo of news and lifestyle/entertainment stories that is targeted at upwardly mobile PMEBS. It enables young, bilingual professionals to keep up with what is happening around them.

Published on Mondays to Fridays (except public holidays), *my paper* is distributed at MRT stations in the central business district and major housing estates, offices, institutions, airlines, country clubs, and selected coffee joints. It is also delivered to the homes of selected readers.

The online version of *my paper* is available at www.mypaper.sg.

On the *my paper* website, readers can find the blogs of *my paper*'s editorial team, which is made up of a group of vibrant and dynamic journalists with an average age of 30 years.

WORKSHOPS FOR PARENTS AND PERFORMANCES FOR CHILDREN

In partnership with the Speak Good English Movement, Modern Montessori International (MMI) will be conducting workshops for parents and stage activities for children at the Speak Good English Carnival.

The two workshops for parents are:

1. Teach English the Rap Way

Parents will pick up tips on how to inspire and motivate their children to begin their English journey. Through the use of rap, parents will learn the 5 Ws and H of learning phonics as well as how to make a creative phonics book that can be used when teaching children basic phonics.

2. “My Child Speaks Just Like Me!”

In today’s international mindedness a good Standard of English can make the difference between success and failure. A child is the product of his/her environment. The child imitates the behaviour and language of adults in this environment. Adults become the role models for language. This talk touches on the Movement’s theme for the year – the importance of parents’ influence on children – and encourages parents to lead the way to communicating in good spoken English.

The two stage activities for children are:

1. RAP-A-LONG

A follow up to the workshop “Teach English the Rap Way”, parents are invited to bring their children to participate in this parent/child workshop. This is an interactive phonics rap and song fest that will show you how all the concepts learnt in the parent workshop fit together.

2. “Horton Hatches the Egg” by Dr. Suess

The teachers of Modern Montessori International will bring the story “Horton Hatches the Egg” by Dr. Suess to life through speech and drama. This session will demonstrate the interactive use of language for children and how parents can encourage reading by making stories come to life.



Modern Montessori International will also be running a game stall at the Carnival. Visitors can play the following games at their booth:

1. Tongue Twister

Children will have heaps of fun with the tongue twister game – saying out loud the tongue twisters over and over until their tongues are totally twisted!

2. Boggle

Form words in record time with Boggle. Children will race against time to create words with this exciting word game.

3. Wheel of Language

This unique game created by Modern Montessori International lets children spin the “Wheel of Language” and learn about riddles, idioms and predicates (broken sentences).

4. Compound Words

We all know how to add in Math, but did you know you can add in the English language too? Children will learn how to do so in this fast paced game where two words are joined to form a new one.

MODERN MONTESSORI INTERNATIONAL

Modern Montessori International Group (MMI) is a leader in Montessori Pre-School education it has close to a 100 centers across 14 countries spanning 4 continents. MMI Academy, the training arm of MMI, offers the flagship Diploma in Montessori Method of Education and other early childhood courses.

MMI is fully committed and passionate about providing only the best in pre-school education and teacher-training. A testament to MMI’S quality is our Superbrands award as the “Most Preferred Pre-School Center” amongst a host of other prestigious recognitions and accreditations.

PATHFINDER

In conjunction with the Speak Good English Movement, Public Libraries Singapore has collaborated with the Movement to create two Speak Good English Movement Pathfinders – one for young people and one for children.

The Speak Good English Movement Pathfinder contains various resources that you can find in the library or on the web that can help you improve your English. Comprising a range of resources that includes books, audio-visual materials, and websites, the Pathfinder helps you improve your English and express yourself better.

The Pathfinder can be found in all public libraries from October 2011. It can also be downloaded from the Movement's website at www.goodenglish.org.sg and the Public Libraries Singapore website at www.pl.sg.

ENGLISH WORKSHOP AT THE PUBLIC LIBRARIES

The Public Libraries Singapore has also partnered with the Speak Good English Movement and its partners in organising a series of workshops on how to improve your English in various public libraries across Singapore. For more information on these workshops can be found on the Movement's website at www.goodenglish.org.sg.

BOOTHS AT SPEAK GOOD ENGLISH CARNIVAL

The Public Libraries Singapore will also be showcasing Books Come Alive and kidsREAD at the Carnival.

Children turn into detectives at the game booth by Books Come Alive with three different games:

1. Solve the Clues

A clue will be placed at each level in the library. Kids will pick up an entry form from the BCA counter and move from level to level to collect the clue as each clue will lead them to the next. Once all 5 clues are solved, kids will read out the completed sentence in good English and submit the form to the BCA counter for a chance to spin the wheel and win a prize.

2. Mystery Solving

A short mystery story will be displayed for children to read and guess the culprit. Kids will get a chance to spin the wheel if they guess the culprit correctly.

3. Memory Game

Kids will be given a set of 20 cards with 10 pairs of matching items among the cards. As they turn the cards over, they will have to correctly pronounce the name of each item.

At the kidsREAD booth, carnival-goers can find out more about the kidsREAD programme. kidsREAD is a nationwide reading programme that promotes the love of reading and cultivates good reading habits among all young Singaporeans, in particular children from low-income families. Those interested to sign up as volunteers are also welcome to do so at the kidsREAD booth.



NATIONAL LIBRARY BOARD

The National Library Board (NLB) serves as the secretariat for the Speak Good English Movement. NLB oversees both the National Library as well as the Public Libraries. By international convention, the functions of these two kinds of libraries are distinct and well-differentiated.

The NLB's mission is to provide a trusted, accessible and globally-connected library and information service through the National Library and a comprehensive network of Public Libraries. Also under its management are 1 community children's library, and 17 libraries belonging to government agencies, schools and institutions. Through its innovative use of technology and collaboration with strategic partners, NLB ensures that library users have access to a rich array of information services and resources that are convenient, accessible and relevant.

The Public Libraries Singapore (PLS) provides a professional and engaging public library service to Singaporeans in their pursuit of lifelong learning and discovery through the network of 22 Public Libraries (including three regional libraries) located conveniently across Singapore. More information on PLS can be found on www.pl.sg



“ONCE UPON A TIME” STORYTELLING SESSION

NTUC First Campus will be participating in the Speak Good English Carnival with three story-telling sessions for children – “We’re Going on a Bear Hunt”, “My Friends” and “Here are my Hands”. These same stories will also be told at their Carnival booth. Children can also play related activities and games such as Word-Picture Match, Ring a Word/Phrase, and Mumble Jumble at their booth.

“LET’S TELL A STORY” WORKSHOP

NTUC First Campus will also be conducting “Let’s Tell a Story”, a storytelling workshop for parents and teachers who are interested in picking up skills for engaging storytelling.

NTUC FIRST CAMPUS CO-OPERATIVE LIMITED

Established as NTUC Childcare in 1977, NTUC First Campus Co-operative Limited (NFC) became one of the nine co-operatives of the National Trades Union Congress in 1992. With the mission of making quality early childhood care and education services affordable and accessible to families, we are a renowned and trusted early childhood care and education service provider in Singapore.

Our childcare centres include My First Skool, The Little Skool-House International and The Caterpillar’s Cove. We are also a community of teachers, parents and early childhood care and education professionals working together to bring out the best in each child and create inspiring moments for all.



THE GARDEN CITY

In partnership with the Speak Good English Movement, OnePeople.sg will be conducting the “Garden City” activity for children at the Speak Good English Carnival.

The “Garden City” activity gives children an opportunity to discover Singapore’s diverse community and learn about the different cultures in a fun environment. They will get to express their creativity by drawing a variety of flowers in different colours and this enhances their understanding on the rich diversity in Singapore. This will show children the strength that comes from working together with people regardless of racial backgrounds and thereby making our ‘Garden City’ more vibrant.

ONEPEOPLE.SG

OnePeople.sg, the national body for racial harmony, was launched by Prime Minister Lee Hsien Loong in 2007. OnePeople aims to be the leading advocate for multi-racialism – the voice and main resource centre on race relations in Singapore. Our initiatives aim to facilitate deeper interaction and better understanding between individuals and communities, fostering a stronger sense of identity and building a more resilient social fabric.



GAME BOOTH

In support of the Speak Good English Movement, Rulang Primary School will be running a game stall at the Speak Good English Carnival. The objective of the two games they will be playing is to encourage English speakers to make a conscientious effort to speak Standard English.

The two games are:

1. "Scrabble with words" is a fast and challenging game that allows one to form grammatically correct sentences or phrases using flashcards. The player has to form the sentence or phrases in a stipulated time of less than 1 minute.
2. "Be True to English" is an interactive game that invokes the thinking process of the player. He will be prompted to identify the errors that are used commonly in speeches and dialogues between two or more speakers. The player will verbalize the correct sentence.

All participants will stand a chance to win simple but attractive prizes.

RULANG PRIMARY SCHOOL

Rulang Primary School believes that given the right environment and support, all pupils can learn and achieve.

English, like all other languages, is an important mean of communication and expression. In the light of this, we are committed to providing fun and enriching English language learning experiences to all pupils. We aim to develop pupils' ability in using the language effectively so that all our pupils will be confident and competent learners and communicators.



KINDNESS ACTIVITIES FOR CHILDREN AND ADULTS

The Singapore Kindness Movement will be running two booths at the Speak Good English Carnival.

The booths are:

1. Children's booth

Children will be engaged with fun activities that teach them about kindness in everyday life while promoting the use of good English. These activities include a short storytelling session on "Singa and Tikus" as well as arts and crafts.

2. Games Booth

Carnival visitors can play Word Search games, jigsaw puzzles and other fast-paced games while learning about kindness.

In addition to the two booths, Singapore Kindness Movement will be organising a fund raising activity for The Straits Times School Pocket Money Fund. Singapore Kindness Movement water and figurines as well as copies of "English as it is Broken" will be sold.

Dr William Wan, General Secretary of the Singapore Kindness Movement, will also be conducting a talk at the Carnival on the topic of speaking with kindness and in Standard English as gracious living is about quality of life filled with good taste informed by kindness and courtesy. Without speaking kindly, living graciously is at best superficial. Titled "Live Graciously; Speak Kindly", he will share how the English language is full of kind words and when these words are spoken well, enhance our quality of life.

SINGAPORE KINDNESS MOVEMENT

Kindness is in everyone. The Singapore Kindness Movement (SKM) wants to encourage everyone to start, show and share kindness. We aspire to inspire graciousness one kind act at a time. By sparing a thought for the people around us, we hope to create a gracious society, and make life better for you and me.

To help build a gracious Singapore, the Singapore Kindness Movement aims to encourage the individual to internalize courtesy, kindness and consideration.

Our mission statement is: To inspire graciousness through spontaneous acts of kindness, making life more pleasant for everyone.



ANIMATED SERIES FOR CHILDREN

In support of the Movement, Sparky Animation will be conducting a Mr Moon drawing workshop at the Carnival.

Children will first get to enjoy a screening of the popular Mr Moon animation series followed by the hands-on drawing workshop where they will be able to create their own Mr Moon stories. Personnel from Sparky Animation will be on location to guide and teach the children how to draw the Mr Moon characters and write the stories.

A booklet introducing the characters from the series will also be given to all the children who participate.

SPARKY ANIMATION

Established in 2006, Sparky Animation is a full-fledged animation production and content development company based in Singapore. As one of the leading CGI production studios renowned for its capability in co-production, Sparky Animation is also well sought after for work-for-hire projects. The computer generated animation works produced by the studio include, TV animation series, direct-to-video feature movies, digital games, mobiles, internet contents and movies for worldwide markets.

Collaborating with producers from UK and North America, Sparky Animation has invested, co-directed and co-produced several notable animation series, namely,

- ***Dinosaur Train Season 1 & 2*** with Jim Henson Company (the company which created *The Muppets* & *Sesame Street*), USA
- ***Mr Moon*** with Skaramoosh UK & Title Entertainment, Canada
- ***Jack*** with Groupe PVP, Canada (launching on TV Ontario Canada in September 2011)
- ***Fleabag Monkeyface*** with Impossible Kids, UK (launching on ITV UK in October 2011)

Several more new TV animation co-productions are now in the pipeline partnering with producers in UK and Japan.

Dinosaur Train which first appeared on PBS USA in September 2009 has since become one of the top 5 pre-school programmes on PBS. *Dinosaur Train Season 1* was nominated for KidScreen Awards 2011 for Best Animated Series category and Outstanding Children Animated Program at the 38th Daytime Emmys 2011.

Dinosaur Train TV programme has been sold to key markets across the continents.



The toy range licensed to global toy partner, Learning Curve, was nominated at Toy Of The Year Awards 2011 by the Toy Industry Association in the premier category of Property of The Year.

While Sparky's rights for *Dinosaur Train* are within Asia region, it owns the rights for the other three properties worldwide except for territories where its co-producers reside.

Mr Moon made its premiere on Playhouse Disney Channel UK in June 2010 and has enjoyed good ratings ever since. The series has been sold to ABC Australia, TVO Canada, Knowledge Canada, SCN Canada and all TV networks received positive ratings and response.

Both *Dinosaur Train* and *Mr Moon* have been sold to MediaCorp Singapore too.

Licensing division has been set up to fully exploit Sparky's IP in content distribution and consumer products licensing.



STORY TIME FOR CHILDREN

The Society for Reading and Literacy's Storytellers' Circle will be holding a storytelling activity, 'Story Time', at the Speak Good English Carnival this year.

Let the traditions of oral storytelling lure you into the magical realms of the imagination while participative stories and colourful props delight both the young and old. Whether told orally with expression, empathy and good humour, or read aloud from favourite books, stories are a wonderful way to empower all to explore and extend the use of the English language. Families will have lots of fun and discover new and meaningful ways of speaking good English at the 'Story Time!' session.

The storytellers will be choosing familiar stories from their repertoire that have worked with young children and encourage audience participation where appropriate. They might also throw in little rhymes and songs to engage the audience.

SOCIETY FOR READING AND LITERACY

The Society for Reading and Literacy (SRL) is a dynamic organisation striving to make Singapore a nation of readers and writers. Our mission is to champion reading and literacy in Singapore and provide professional leadership by promoting cooperative work among educators and interested parties in the field of literacy.

Composed entirely of volunteers, SRL:

- ***disseminates Information and promotes research*** in developmental, recreational, corrective and remedial reading;
- ***organises*** national conferences;
- ***co-sponsors reading-related activities*** with other organisations in Singapore;
- ***is an affiliate member of the National Book Development Council of Singapore;***
- ***is a national affiliate of the International Reading Association (IRA)***, which makes us privy to the most current worldwide trends in reading.

INSPIRING TEACHER OF ENGLISH AWARD

The Straits Times, in partnership with the Speak Good English Movement, and with the support of the Ministry of Education, organises the Inspiring Teacher of English Award – the first national award for English teachers in Singapore schools.

Launched in 2008, the annual award honours teachers who have been instrumental in igniting a love for the English language and are effective in helping their students speak and write better.

The award is open to all current English, English Literature and General Paper teachers from primary and secondary schools, junior colleges and Millennia Institute. Winners of the award will be announced in October 2011 and up to ten teachers will receive the award.

TALK FOR PARENTS: ONE STep TO ENGLISH EXAM EXCELLENCE

Parents can find out how The Straits Times Education Programme (STep) can help improve your child's standard of English at this talk by ST Correspondent Geraint Wong at the Speak Good English Carnival.

STep, which comes in basic and advanced levels for primary and secondary school learners, is a series of e-worksheets developed by former teachers. It is produced by the award-winning Straits Times Schools team, which produces IN for secondary school students and Little Red Dot for primary school pupils. IN was awarded the 2010 World Young Reader prize for Newspaper In Education category by the World Association of Newspapers and News Publishers (Wan-Ifra).

Just six months into its launch, STep has won the regional industry association Pacific Area Newspaper Publishers' Association (Panpa) Young Reader prize for newspaper marketing.

At the Straits Times booth, parents will also be able to find out more about ST products that will help in their children's learning, while kids can try their hand at a News Tic-Tac-Toe quiz and get a little gift!

THE STRAITS TIMES

The Straits Times, the English flagship daily of SPH, has been serving readers for more than a century. Launched on July 15, 1845, its comprehensive coverage of world news, East Asian news, Southeast Asian news, home news, sports news, financial news and lifestyle updates makes The Straits Times the most-read newspaper in Singapore.

The Straits Times also has an online presence at www.straitstimes.com. The site features top stories, blogs and an online forum threads. Also under The Straits Times' umbrella are citizen journalism site Stomp and online television service RazorTV.

For more information, visit www.straitstimes.com.



ENGLISH AS IT IS BROKEN

In partnership with the Speak Good English Movement, STOMP runs the popular online column, English As It Is Broken – available at <http://english.stomp.com.sg>.

Carrying readers' queries on the English language and answers provided by an English Language Panel, English As It Is Broken is an entertaining and invaluable resource on English language usage in a local context.

STOMP and the Speak Good English Movement launched the 'Say It Right' iPhone app in 2010. It allows users to listen to the correction pronunciation of words that are most commonly mispronounced by Singaporeans. It also lets users access content from the English As It Is Broken website directly on their mobile device.

As a result of its partnership with the Speak Good English Movement, STOMP has also published two books. English As It Is Broken and its second edition have each occupied the top spot in the non-fiction bestsellers lists for close to a year. The first book, launched in Aug 2007, has had more than 6 reprints. The second book topped the charts just 2 weeks after its Aug 2008 launch.

STOMP

STOMP (Straits Times Online Mobile Print) is Asia's leading and award-winning citizen journalism and social networking website. Set up by The Straits Times to engage with its readers online and offline, it has set new benchmarks for user-generated content and interaction with readers.



EFFECTIVE PARENTING FROM THE HEART [SPEAKING THE LANGUAGE OF EMOTIONS]

Dr. Tan Khian Seng, in support of the Speak Good English Movement, will be conducting a talk targeted at parents and communication at the Speak Good English Carnival.

Effective Parenting from the Heart will teach parents how to relate effectively with their children at different stages of the children's lives. It provides participants with the necessary "Emotion Coaching" skills from a level where it actually matters – the heart.

When it comes to parenting, many parents are clueless as how to communicate with their children, especially when their children's emotions are running high. Sharing from his experience of raising 3 children, Dr Tan Khian Seng (PhD. Psych) will reveal candidly his own mistakes as well as his successes in connecting with them. Gleaned from many years of working with other parents and their children in countless scenarios, as well as in his own academic studies, you will receive practical insights that have been proven to work for him and many others.

Dr. Tan Khian Seng has established himself to be both a local and internationally renowned author and speaker. He has extensive experience as an entrepreneur, business leader and strategist 'Healing the Wounded Helper', 'Keys to Financial Breakthroughs', 'The Power of Dreams' and 'The Truth About Lies' are just some of the titles of thirteen books he has authored so far.

Dr. Tan's professional experience includes more than 8 years in the areas of direct sales, marketing personal development products, being the owner of three companies as well as running businesses for the last twenty years. His outstanding reputation has also brought him numerous speaking engagements over the years at conferences and seminars in the USA, Philippines, Myanmar, Sri Lanka, Thailand, Malaysia, Indonesia and Australia. He is the happy father of 3 children.

THE THEATRE PRACTICE STORY CHALLENGE

The Theatre Practice, in support of the Speak Good English Movement, will be conducting an impromptu story-telling competition aimed at primary and secondary school students.

In this setting, the participants are required to think on their feet and speak confidently in public – life skills that The Theatre Practice advocates through the Story Challenge. Participants will also learn the value of speaking good English to be more expressive and clearly understood by their audience.

Participants are given 15 minutes to come up with a story based on a given theme; 5 minutes before the performance an extra element of the story is given to the participants to include in their narratives. The Story Challenge 2012 is slated to begin in the first quarter of 2012.

The Theatre Practice

Born in Singapore 45 years of age, we are slightly older than our nation by more than a month. A vagabond of the world, we are empirically bilingual and cosmopolitan; and time has attested to our unwavering passion for the arts.

Over the years, on the oblique path that we have chosen, we have endured hardships, survived the odds and yet maintained a clean bill of health! We revel in the diversity of our works, from the traditional, contemporary, classics, original, realism to experimental- we have attempted them all. We are strident in our critique of life through our works, and tenacious in putting our beliefs into practice. We entertain without being servile or disrespectful and strive to constantly innovate. As an active advocator of arts education, we have nurtured generations of arts-supporters from all walks of life through our many courses and performances. It is humbling to know that what we have done so far has left an imprint on the lives of many.

Simply put, The Theatre Practice is a company firmly rooted in our home yet fixated on the world, relentless in our strive to seek common grounds in our pursuit of harmony.

This is who we are.



QUICK FIRE ENGLISH QUIZ

In support of the Speak Good English Movement, the Teens-Network Club (T-Net Club) will be running the Quick Fire English Quiz at the Speak Good English Carnival, where students will have an exciting time learning English through questions on idioms, anagrams, spelling and crossword puzzles. With two different levels of difficulty for Primary and Secondary Schools, students (and adults too!) are encouraged to beat the clock and try their hand at these interesting questions!

Students who are able to complete the whole quiz booklet correctly within one minute will each receive exclusive T-Net Club collateral.

T-NET CLUB

The People's Association (PA) T-Net Club is a non-profit organisation that aims to inspire and enrich the lives of teenagers in Singapore. Established in November 2002, the T-Net Club provides opportunities for teenagers from 11 to 16 years old to pursue their interests and to develop their potentials through a wide array of meaningful and challenging activities such as adventure and sports, performing arts, community service and educational programmes. T-Net Club programmes and activities, organised by its eight Clubs, allow its 8,500 members from all walks of life, regardless of race, religion and educational backgrounds, to interact and bond.

To cater to the different interests of their members, the eight Clubs form interest groups in areas such as sports (such as basketball and street soccer) and performing arts (such as hip hop, cultural dance and lion and dragon dances). The T-Net Club also provides platforms for members to showcase their talents and expertise in these areas, such as the annual **T-Net Club Sports Fiesta**, which features competitions in the street version of Basketball, Soccer and Netball, the **PULSE! Hip Hop** dance competition, and the **T-Net Club Basketball and Street Soccer Leagues**. In our ongoing efforts to engage more teenagers and reach out to the school students, the **T-Net Club Educational Series** was introduced in 2007, with the Sudoku Competition, Mathematics Genius, History Wizard, English Quiz, Chinese Quiz, Malay Quiz and Sports Quiz organised till date. To provide a platform for aspiring young singers aged 11 to 35 years to showcase their vocal powers, the talent-spotting **YOUth Got Talent!** singing competition was first held in 2009 with overwhelming response received.

Visit us at www.tnetclub.org.sg to find out more about our Clubs and programmes!

WHAT'S UP

COOL IT DOWN!

In partnership with the Speak Good English Movement, News For Kids will be producing a 10-part editorial series to show children and teens how to use the English language to communicate emotionally-charged thoughts and feelings in socially acceptable ways.

The series aims to develop healthy conversational skills among students aged 9-14, tapping on tried-and-tested techniques that Child Development Professionals use to help youth. Grounded in Child Development know-how about expressive language development in middle childhood, the series will give special emphasis to emotionally-charged situations and quick-to-anger kids.

Among other things, the series will show

- how words can misfire and send unintended messages
- the art of listening, negotiating, affirming
- how to disagree without being rude or derogatory
- how different words may be needed for different people
- and pitfalls that quick-to-anger kids need to avoid.

Each instalment in the series of editorial features will comprise an advice column, a real-life example from the news, and an activity to give readers a chance to apply the basic concept being taught.

The series will be carried in *What's Up*, a monthly newspaper for students published by News For Kids, as well as the Speak Good English Movement's website.

WHAT'S UP

News For Kids has eight years' experience as a specialised content creator for students. It uses "values-driven journalism" to communicate a values agenda through stories from the news. Its monthly newspaper, *What's Up*, is currently used in over 60 schools.

The "Cool It Down!" series is being developed by News For Kids founder and *What's Up* publisher, Dr Mary Cherian. Dr Cherian is a Child Development consultant and teacher educator. She has been writing and conducting programmes for children, teachers and parents for over 25 years in Singapore and abroad.



DRAMA PERFORMANCES & STORYTELLING SESSION

A class of Primary 4 pupils from White Sands Primary School (WSPS) is proud to present 2 short musicals which centre around the theme 'Christmas' at the Speak Good English Carnival:

- “*No Turkey for Perky*” is a story about a girl named Hazabelle Hanks who finally learns the hard way that turkey at Thanksgiving is a reminder for people to be thankful for good food.
- In “*Santa’s Workshop*”, the second musical, everyone learns the true joy of Christmas is in the giving and that when we do nice things for others, we will feel happy.

WSPS will also be presenting a story entitled “*A Twisted Fairytale of Hansel and Gretel*”:

Ever thought of looking at old fairy tales in a new way? What if Snow White had not eaten the poisonous apple? What if Sleeping Beauty never woke up? What happened to Hansel and Gretel after they met the witch? Three young storytellers from White Sands Primary School will enthrall you with their tale of Hansel and Gretel with a twist.

WHITE SANDS PRIMARY SCHOOL

In White Sands Primary School, we believe that every child has unique talents and abilities that can be developed if his/her physical and emotional needs are met. With the school vision of 'a vibrant school where character shines and talents soar', we set out to develop the 'whole child', hence the mission "to nurture caring hearts, creative minds and confident individuals". Through our wide range of programmes, we work towards nurturing the child intellectually, socially, morally, physically and aesthetically so that they have the necessary skills to cope with the ever-changing global landscape.



YMCA PLAIN ENGLISH SPEAKING AWARDS

The YMCA Plain English Speaking Awards (PESA) is a programme organised by the YMCA of Singapore in partnership with the Ministry of Education, the National Library Board and Speak Good English Movement. Open to all Pre-School, Primary, Secondary, Junior College / Centralised Institute / ITE / Polytechnic students, the annual YMCA PESA is a national level speech competition. "Plain English" is defined as spoken English that is simple and easily understood in terms of presentation and content. It involves the use of appropriate words to ensure that a speech is clear and concise in order that an audience understands it clearly.

Objectives:

1. To promote public speaking in plain English as an important communication skill
2. To provide an avenue for students to sharpen their speaking skills and to build confidence in public speaking
3. To provide an opportunity for students to learn by observing proficient speakers

Into its 25th year, PESA was held from 29 June to 18 August this year. The Awards Presentation Ceremony will be held on 16 September at St. Joseph's Institution.

The first YMCA PESA was held in 1986 with only 29 contestants. YMCA PESA has grown over the years and is now the largest English language speaking competition organised in the region with 221 contestants participating in this year's competition. The quality of speeches and English Language standard of the participants have improved tremendously over recent years – a result of the high standards and stringent criteria set by the judging panel, with chief judges provided by the Ministry of Education.

YOUNG MEN'S CHRISTIAN ASSOCIATION

YMCA of Singapore is a voluntary welfare organisation which seeks to serve all members of the community, regardless of race, language or religion through wholesome programmes which are based on Christian principles. YMCA organises 17 structured and sustained YMCA-Tan Chin Tuan Community Service Programmes to enrich the lives of the beneficiaries from 34 partnering voluntary welfare organisations and self help groups. The beneficiaries include the intellectually, mentally and physically challenged, out-of-school youth and youth-at-risk, abused and underprivileged children, the visually and hearing impaired, the elderly and the poor. Some of the other programmes include the YMCA-Lim Kim San Volunteers Programme, overseas community service programmes, rebuilding programmes for disaster-hit communities and YMCA Financial Assistance & Capability for Employment Scheme. YMCA was conferred the 2008 Outstanding Non-Profit Organisation Award by the National Volunteer & Philanthropy Centre on 13 November 2008. The organisation also owns social enterprises, such as the YMCA International House, YMCA Child Development and Student Care Centres, YMCA School and YMCA Tertiary Education. www.ymca.org.sg

Index of partners

1. 938live
2. Adeline Foo & Eliza Teoh
3. Ascend, The English Professionals
4. British Council
5. Dads for Life MCYS
6. Epiphany Education
7. Eye Power Games
8. I Heart Board Games
9. Invasion
10. Jan & Elly
11. Marriage Central, MCYS
12. McDonald's
13. Ministry of Education
14. Modern Montessori International
15. my paper
16. National Library Board
17. NTUC First Campus
18. Onepeople.sg
19. Rulang Primary School
20. Singapore Kindness Movement
21. Society for Reading and Literacy
22. Sparky Animation
23. SPH
24. STOMP
25. Tan Khian Seng
26. The Theatre Practice
27. T-net Club
28. What's Up
29. White Sands Primary School
30. YMCA