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For immediate release

Winners and Results for the 12th edition of the Speak Mandarin Campaign Family Talent Competition 2024

The 12th edition of the Speak Mandarin Campaign Family Talent Competition concluded on Saturday, 18 May 2024 at Asian Civilisations Museum. This year's competition received a total of 551 team registrations.

The Grand Finals was graced by Ms Low Yen Ling, Senior Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry.

“Parents play a critical role in nurturing their children's interest in the Chinese language. I am delighted to see many parents and children coming together to perform in their mother tongue, and sharing their favourite childhood memories. Let's continue to support and participate in the Speak Mandarin Campaign by seizing every opportunity to converse in Chinese. We may be pleasantly surprised by the new friendships and experiences it can bring,” says Ms Low.

Jointly organised by the Promote Mandarin Council, CHIJ St. Nicholas Girls' School (Primary), Committee to Promote Chinese Language Learning (CPCLL) and PCF Sparkletots, the Speak Mandarin Campaign Family Talent Competition aims to provide immersive opportunities for all participating families to bond and have fun, while learning and using Mandarin at the same time.

A total of 25 teams were shortlisted for the Grand Finals, with 8 teams competing in the Pre-school Category (A), 10 teams in the Primary 1-2 Category (B), and 7 teams in the Primary 3-6 Category (C).




For more information about the winners, please refer to details in the Annexes attached.

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Annex A: Winners & Finalists of the Speak Mandarin Campaign Family Talent Competition 2024




Category A

For participating teams with elder/eldest child in Kindergarten 1 or 2.

| Title | Names | Photos |
|---------------------------------|--|--|
| Winner | A07: Xie Donghuan Chia Ding Shan |  |
| 1st Runner Up | A03: Zoe Li Zhuoer Chen Xingyue |  |
| 2nd Runner Up | A04: Lim Ze Ki Yeo Hwee Kheng |  |




Category B

For participating teams with elder/eldest child between Primary 1 and 2.

| Title | Names | Photos |
|----------------------|--|--|
| Winner | B05: Shawn Luo Yusen Luo Shuang Huang Xinyuan |  |
| 1st Runner Up | B06: Ng Yi Han Tiffany Koo Shian Ng Ti Wee |  |
| 2nd Runner Up | B04: Li Honghao Hong Bei |  |

Category C

For participating teams with elder/eldest child between Primary 3 and 6.

| Title | Names | Photos |
|----------------------|---|--|
| Winner | C07: Zhang Yumo Zhang Yuxuan Zhang Jinming |  |
| 1st Runner Up | C05: Wong Xin Yu Iris Wong Loke Yong Raymond |  |
| 2nd Runner Up | C04: Lee En Rui Allan Lim Kia Hui |  |

Group Photo

Category A



Category B



Category C



Annex B: Information about the Competition

About the Speak Mandarin Campaign Family Talent Competition 2024

The Speak Mandarin Campaign Family Talent Competition is a nationwide competition that provides immersive opportunities for parents to bond and have fun with their children, while learning and speaking Mandarin.

The first edition was inaugurated in 2013 and 2024 will mark the 12th edition of this competition.

A new category for pre-school participants was launched in 2016, and the revised entry guidelines since 2018 allows participation by up to four family members per team. The Competition welcomed participation by grandparents since the 2019 edition of the competition.

A total of 551 family teams signed up for the competition this year. Participants submitted a recording of their Preliminary Round performance and results from the Preliminary Round were announced on 25 April 2024. 8 teams from Category A, 10 teams from Category B and 7 teams from Category C were shortlisted to enter the Grand Finals.

Teams competing in the Grand Finals are judged based on the following criteria:

| Expression (70%) | Content (30%) |
|--|--|
| <ul style="list-style-type: none"> • Chemistry between parent and child • Language Use/Accuracy of language • Entertainment value | <ul style="list-style-type: none"> • Creativity • Relevance to theme |

Performance Theme and Categories

Teams are to put up a four-minute performance based on the theme “Childhood Memories” 《小时候》.

The competition features three categories. If a team comprises more than one child, the age of the elder/eldest child will be used to determine participation category.

| Category | Participating criteria |
|----------|---|
| A | For participating teams with elder/eldest child in Kindergarten Level 1 or 2. |
| B | For participating teams with elder/eldest child in Primary 1 or 2. |
| C | For participating teams with elder/eldest child between Primary 3 and 6. |

Organisers and Supporters

The Speak Mandarin Campaign Family Talent Competition 2024 is co-organised by:

- Promote Mandarin Council
- CHIJ St. Nicholas Girls' School (Primary)
- Committee to Promote Chinese Language Learning
- PCF Sparkletots

Venue Supporter:

- Asian Civilisations Museum

The Competition is supported by:

- Thumbs Up
- Thumbs Up Junior
- Thumbs Up Little Junior

The prizes of the Competition are sponsored by:

- Creative Knowledge Labs Pte Ltd
- Hook on Books
- Kim San Leng
- Maha Yuyi Pte Ltd
- Science Centre
- Sheng Siong
- Singapore Flyer
- Trick Eye Museum Singapore

Speak Mandarin Campaign Family Talent Competition 2024 - Prizes

All winners will receive a Trophy & Certificate of Participation

| Category A | | |
|---|--|--|
| <p>1st Prize</p> <ul style="list-style-type: none"> • \$500 cash • Creative Pebble USB desktop speaker and JoyReader eBooks Account • Tickets to the Science Centre, Singapore Flyer, Singapore Zoo and Universal Studios • Vouchers from Hook on Books, Maha Yu Yi, NTUC and Sheng Siong | <p>2nd Prize</p> <ul style="list-style-type: none"> • \$300 cash • Creative Pebble USB desktop speaker and JoyReader eBooks Account • Tickets to the Science Centre, Singapore Flyer, Singapore Zoo and SEA Aquarium • Vouchers from Hook on Books, Maha Yu Yi, NTUC and Sheng Siong | <p>3rd Prize</p> <ul style="list-style-type: none"> • \$200 cash • Creative Pebble USB desktop speaker and JoyReader eBooks Account • Tickets to the Science Centre, Singapore Flyer and Singapore Zoo • Vouchers from Hook on Books, Maha Yu Yi, NTUC and Sheng Siong |
| Category B | | |
| <p>1st Prize</p> <ul style="list-style-type: none"> • \$500 cash • Creative Pebble USB desktop speaker and JoyReader eBooks Account • Tickets to the Science Centre, Singapore Flyer, Singapore Zoo and Universal Studios • Vouchers from Hook on Books, Maha Yu Yi, NTUC and Sheng Siong | <p>2nd Prize</p> <ul style="list-style-type: none"> • \$300 cash • Creative Pebble USB desktop speaker and JoyReader eBooks Account • Tickets to the Science Centre, Singapore Flyer, Singapore Zoo and SEA Aquarium • Vouchers from Hook on Books, Maha Yu Yi, NTUC and Sheng Siong | <p>3rd Prize</p> <ul style="list-style-type: none"> • \$200 cash • Creative Pebble USB desktop speaker and JoyReader eBooks Account • Tickets to the Science Centre, Singapore Flyer and Singapore Zoo • Vouchers from Hook on Books, Maha Yu Yi, NTUC and Sheng Siong |
| Category C | | |
| <p>1st Prize</p> <ul style="list-style-type: none"> • \$500 cash | <p>2nd Prize</p> <ul style="list-style-type: none"> • \$300 cash | <p>3rd Prize</p> <ul style="list-style-type: none"> • \$200 cash |

| | | |
|--|---|---|
| <ul style="list-style-type: none"> • Hans Vision eDictionary PX2221 and JoyReader eBooks account • Tickets to the Science Centre, Singapore Flyer, Singapore Zoo, Trickeye Museum and Universal Studios • Vouchers from Hook on Books, Maha Yu Yi, NTUC and Sheng Siong | <ul style="list-style-type: none"> • Hans Vision eDictionary PX2221 and JoyReader eBooks account • Tickets to the Science Centre, Singapore Flyer, Singapore Zoo, Trickeye Museum and SEA Aquarium • Vouchers from Hook on Books, Maha Yu Yi, NTUC and Sheng Siong | <ul style="list-style-type: none"> • Hans Vision eDictionary PX2221 and JoyReader eBooks account • Tickets to the Science Centre, Singapore Flyer and Singapore Zoo, Trickeye Museum • Vouchers from Hook on Books, Maha Yu Yi, NTUC and Sheng Siong |
| Finalists | | |
| <ul style="list-style-type: none"> • Certificate of Participation • Vouchers from Maha Yu Yi and Sheng Siong | | |