

10 January 2025  
For immediate release

## Online registration now open for the Speak Mandarin Campaign Family Talent Competition 2025

(Closes 28 February 2025)

The 13<sup>th</sup> edition of the **Speak Mandarin Campaign Family Talent Competition** is jointly organised by the Promote Mandarin Council, CHIJ St. Nicholas Girls' School (Primary), Committee to Promote Chinese Language Learning (CPCLL) and PCF Sparkletots Preschool. This is a nationwide competition that provides immersive opportunities for children to learn Mandarin, and for families to bond and have fun while preparing for their performances.

To participate in this Competition, students (aged between five and twelve) and their parents or grandparents are to form family teams each comprising a maximum of four members. Each family team must put up a four-minute performance before a panel of judges, at the in-person Preliminary Round, on Saturday, 5 April 2025. The results for the Preliminary Round will be released on 24 April 2025. This year, the performances will be based on the theme "**Our City, Our Stories.**" 《我们的城市，我们的故事》. Shortlisted finalist teams will eventually compete in the Grand Finals which will take place on Saturday, 24 May 2025.

For family teams to take part in the competition, please register online via <https://tinyurl.com/FTC2025-register> by **Friday, 28 February 2025**.

This Competition continues to be supported by partners, as it achieves the Speak Mandarin Campaign's objective to promote Mandarin. It also supports the parents' active role in creating conducive home environments for their children's language learning.

For a full list of prizes, organisers and supporters, and more information about the Competition, please visit <http://mandarin.org.sg/en/events/family-talent-competition-2025> or find details in the Annex attached.

### END ###

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## Annex

### **About the Speak Mandarin Campaign Family Talent Competition 2025**

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 13<sup>th</sup> 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.

### **Participation Criteria and Categories**

1. Parent(s) and/or grandparents(s) and child(ren) must form a team. Each team is to comprise a minimum of two, OR up to a maximum of four members.
2. Participating children will have to be between 5 and 12 years of age. For other participating children below five years of age, their performance will not be graded.
3. All participants must be Singapore Citizens or Permanent Residents.

The Competition will feature three categories. If you are signing up with more than one child, please register according to the age of the elder/eldest child.

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.

### **Performance Theme and Preliminary Round**

Teams will put up a four-minute performance based on the theme “Our City, Our Stories.” 《我们的城市，我们的故事》 before a panel of judges at the in-person Preliminary Round on Saturday 5 April 2025.

### **Organisers and Supporters**

The Speak Mandarin Campaign Family Talent Competition 2025 is co-organised by:

- Promote Mandarin Council
- CHIJ St. Nicholas Girls' School (Primary)
- Committee to Promote Chinese Language Learning (CPCLL)
- PAP Community Foundation Sparkletots Preschool

Venue Partner:

- Singapore Chinese Cultural Centre

The Competition is supported by:

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

The prizes for the Competition are sponsored by:

- Creative Knowledge Labs Pte Ltd
- Hook on Books
- Kim San Leng
- Maha Yu Yi Pte Ltd
- Trick Eye Museum Singapore

## Prizes

All winners will receive a Trophy & Certificate of Participation

<b>Category A</b>		
<p><b>1<sup>st</sup> Prize</b></p> <ul style="list-style-type: none"> <li>• \$500 cash</li> <li>• Creative Pebble USB desktop speaker and JoyReader eBooks Account</li> <li>• Tickets to the Singapore Zoo and Universal Studios</li> <li>• Vouchers from Hook on Books and Maha Yu Yi</li> </ul>	<p><b>2<sup>nd</sup> Prize</b></p> <ul style="list-style-type: none"> <li>• \$300 cash</li> <li>• Creative Pebble USB desktop speaker and JoyReader eBooks Account</li> <li>• Tickets to the Singapore Zoo and SEA Aquarium</li> <li>• Vouchers from Hook on Books and Maha Yu Yi</li> </ul>	<p><b>3<sup>rd</sup> Prize</b></p> <ul style="list-style-type: none"> <li>• \$200 cash</li> <li>• Creative Pebble USB desktop speaker and JoyReader eBooks Account</li> <li>• Tickets to the Singapore Zoo</li> <li>• Vouchers from Hook on Books and Maha Yu Yi</li> </ul>
<b>Category B</b>		
<p><b>1<sup>st</sup> Prize</b></p> <ul style="list-style-type: none"> <li>• \$500 cash</li> <li>• Creative Pebble USB desktop speaker and JoyReader eBooks Account</li> <li>• Tickets to the Singapore Zoo and Universal Studios</li> <li>• Vouchers from Hook on Books and Maha Yu Yi</li> </ul>	<p><b>2<sup>nd</sup> Prize</b></p> <ul style="list-style-type: none"> <li>• \$300 cash</li> <li>• Creative Pebble USB desktop speaker and JoyReader eBooks Account</li> <li>• Tickets to the Singapore Zoo and SEA Aquarium</li> <li>• Vouchers from Hook on Books and Maha Yu Yi</li> </ul>	<p><b>3<sup>rd</sup> Prize</b></p> <ul style="list-style-type: none"> <li>• \$200 cash</li> <li>• Creative Pebble USB desktop speaker and JoyReader eBooks Account</li> <li>• Tickets to the Singapore Zoo</li> <li>• Vouchers from Hook on Books and Maha Yu Yi</li> </ul>
<b>Category C</b>		
<p><b>1<sup>st</sup> Prize</b></p> <ul style="list-style-type: none"> <li>• \$500 cash</li> <li>• Hans Vision eDictionary PX2221 and JoyReader eBooks account</li> <li>• Tickets to the Singapore Zoo, Trickeye Museum</li> </ul>	<p><b>2<sup>nd</sup> Prize</b></p> <ul style="list-style-type: none"> <li>• \$300 cash</li> <li>• Hans Vision eDictionary PX2221 and JoyReader eBooks account</li> <li>• Tickets to the Singapore Zoo, Trickeye Museum</li> </ul>	<p><b>3<sup>rd</sup> Prize</b></p> <ul style="list-style-type: none"> <li>• \$200 cash</li> <li>• Hans Vision eDictionary PX2221 and JoyReader eBooks account</li> <li>• Tickets to the Singapore Zoo</li> </ul>

and Universal Studios	and SEA Aquarium	• Vouchers from Hook on Books and Maha Yu Yi
• Vouchers from Hook on Books and Maha Yu Yi	• Vouchers from Hook on Books and Maha Yu Yi	
<b>Finalists</b>		
<ul style="list-style-type: none"> <li>• Certificate of Participation</li> <li>• Vouchers from Maha Yu Yi and Sheng Shiong</li> </ul>		

## Publicity

### Speak Mandarin Campaign Family Talent Competition 2025

The Speak Mandarin Campaign Family Talent Competition offers a unique opportunity for families to bond and learn together! Details of the competition are as follows:

- Form a team of up to four people, comprising at least one child aged between 5 and 12, and one or two adults who are parents or grandparents of the child. The participating category will be determined by the age of the oldest child in the team.
- Put up a performance no longer than 4 minutes (delivered in Mandarin) based on the theme "Our City, Our Stories" at the Preliminary Round on 5 April 2025.
- Shortlisted teams will qualify for the Grand Finals that will be held on 24 May 2025.

### 2025年讲华语运动亲子才艺比赛

讲华语运动亲子才艺比赛为您提供一个学习华语与促进亲子关系的平台！比赛详情如下：

- 每支参赛队伍以四人为限，其中必须包括至少一名年龄介于5至12岁的孩童，以及父母或祖父母中的一至两人。若参赛孩童超过一名，主办方将根据较年长的孩童年龄决定其参赛组别。
- 初赛于2025年4月5日举行，参赛者当天须以华语呈献一个以《我们的城市，我们的故事》为主题的表演。表演时长不能超过四分钟。
- 晋级队伍将于2025年5月24日参加总决赛。

Category A (Pre-School)   Category B (Pri 1 & 2)   Category C (Pri 3 to 6)	
<b>Cash Prizes for Winners</b>	1 <sup>st</sup> Prize: \$500 cash 2 <sup>nd</sup> Prize: \$300 cash 3 <sup>rd</sup> Prize: \$200 cash  All winners will receive a Trophy & Certificate of Participation
<b>Additional Prizes for Winners</b>	<ul style="list-style-type: none"> <li>Creative Pebble USB desktop speaker and JoyReader eBooks account</li> <li>Tickets to Trickeye Museum, Singapore Zoo and Resorts World Sentosa attractions</li> <li>Vouchers from Hook on Books and Maha Yu Yi</li> </ul>
<b>Finalists</b>	<ul style="list-style-type: none"> <li>Certificate of Participation</li> <li>Vouchers from Maha Yu Yi</li> </ul>

\* Refer to website for full breakdown of prizes

Registration closes on 报名截止日期 26-02-2025

Alternatively, you may register using this link: <https://tinyurl.com/ETG2025-register>

Venue Partner:

Supporters:

Prize Sponsors:

Follow the Speak Mandarin Campaign's Facebook page for regular updates on the Competition: <https://www.facebook.com/SpeakMandarinCampaign>

For past year Competition videos, please visit <https://www.youtube.com/PromoteMandarin>