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For Immediate Release

CELEBRATING THE VERSATILITY OF THE MALAY LANGUAGE

Bulan Bahasa 2013 (Malay Language Month), together with its wide range programmes and activities, will showcase the richness, versatility and significance of the Malay Language in September with a focus on three key facets of the language:

- Bahasa Ilmu (Knowledge) – representing **Mind and Intellect**
- Bahasa Budaya (Culture) – representing the **Practices of Life and the language's pivotal role to Malay heritage and culture**
- Bahasa Mesra (Human Relationships/Networks) – represents **Heart and the importance of the Malay Language in building meaningful relationships**

A Festive Two-Day Start at the Asian Civilisations Museum **7 – 8 September 2013**

For the first time, Bulan Bahasa 2013 will be partnering with the Asian Civilisations Museum to launch the Malay language and cultural festival on 7 and 8 September. Language is deemed to be an extension of culture and its appreciation. Thus, this partnership will allow members of the public to experience for themselves the versatility of the Malay Language and the three key elements being demonstrated through fun and engaging activities.

For two whole days, various locations throughout the museum will play host to all things related to the Malay Language.

Programme highlights include:

- Interactive Pantun Competition
- An evening of music by popular Malay artiste, Art Fazil and friends
- Display of Silat moves and weapons by performers decked out in traditional attire
- Craft your own Batik or Wau (colourful Malay kites) pieces, and try your hand at traditional games such as Gasing.
- Exhibition on Exquisite Ancient Malay Archipelago Artefacts

Programmes such as these are made possible by a common love for the Malay Language by the community as community groups such as the Malay Activity Executive Committees (MAECs), schools, Singapore theatre groups and even individuals come forth to generously lend their expertise and experience to promote the use of the Malay Language.



Full programme listings for the two-day Festival as well as the Malay Language Month can be found on the Bulan Bahasa website at <https://mbms.sg>.

Gerbang Bahasa – A Convenient Calendar of Events (EMBARGOED till 30 Aug 2013)

Bulan Bahasa has harnessed the power of technology to create a gateway that conveniently pulls together information of all Malay Language-related activities in Singapore at the touch of a button.

This gateway will be introduced on 30 August at a media briefing by Senior Minister of State, Masagos Zulkifli.

Duta Bahasas (Language Ambassadors) 2013

Every year since 2010, the Committee of the Malay Language Council, Singapore appoints new Language Ambassadors to encourage the use of the Malay Language as well as to ignite an interest in the language among Singaporeans.

This year, four new ambassadors have been identified to be champions of the Malay Language:

1. Aidli Alin Mosbit – Playwright, Director, Performer

Armed with a degree in drama and years of theatre experience, Aidli has worked extensively with many Singapore theatre companies like The Necessary Stage, Teater Kami, Teater Ekamantra, to produce quality and popular Malay productions. Aidli also has several awards to her name, including the Young Artist Award for Theatre in 2008 for her contribution to Malay literature in Singapore.

2. Nurul Aini – Celebrity Host, Actress and Blogger

Nurul is a familiar face on Suria and engages young parents with her insightful blog posts about life and raising her two young children in Singapore. Effectively bilingual, Nurul is a model example of how language is important at work and in the home environment.

3. Shahril Ishak – Captain of LIONSXII

As Captain of the LIONSXII, Shahril well understands the importance of being a good role model. He is an active user of Bahasa and positive influence over his large fan base which consists of both young people and families.

4. Siti Zahidah Fadil – Singer Composer

Crowned the Next Big Thing by 987FM in 2012 and winner of Best Singapore Song at 2012's Anugerah Planet Muzik with The Lion Story, Siti's love for music as well as the Malay Language is clearly demonstrated. No surprise that Siti is also a graduate in linguistics and multi-lingual studies as well as a trainer at KGMS.



About Bulan Bahasa

Bulan Bahasa was first launched in 1988 by the Malay Language Council, Singapore as an initiative to encourage the Malay community to embrace the Malay language in their daily lives. Users of the Malay language are heirs and ambassadors of the rich Malay language and can ensure the continuity of the language through continuous usage. From being a biennial event, Bulan Bahasa, since 2010, has become an annual event. The various activities of Bulan Bahasa have been created to promote and instil greater confidence in and mastery of the Malay language.

For more information about the Malay Language Council, Singapore and Bulan Bahasa, visit <http://mbms.sg>.