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For Immediate Release

CELEBRATING THE VERSATILITY AND VALUE OF THE MALAY LANGUAGE

Bulan Bahasa 2014 (Malay Language Month) celebrates its 28th year with a month full of exciting programmes and activities that showcase the Malay language as *Bahasa Ilmu* (knowledge), *Bahasa Budaya* (culture) and *Bahasa Mesra* (relationships). These three aspects of the language also capture the timelessness and relevancy of the language.

Importance of the Language in Understanding and Appreciating our Heritage and Culture

At the launch this afternoon at the Asian Civilisations Museum, Guest of Honour DPM Tharman Shanmugaratnam emphasised the importance of preserving our mother tongues as they are part of our ethnic heritage and help us to understand and gain better appreciation of our roots, cultures and traditions.

He also reminded all that our national language is Malay and about how this language can help to foster a strong national identity among Singaporeans, mentioning our national anthem which was composed in Malay by Mr Zubir Said in 1958.

A Weekend Festival at the Asian Civilisations Museum

The Malay Language Month returns to the beautiful and historical grounds of the Asian Civilisations Museum on 6 and 7 September. Over the weekend, the public will have plenty of fun and engaging opportunities to use the Malay language at various indoor and outdoor locations throughout the museum.

“I am very heartened by the support we’ve received for this year’s Bulan Bahasa. It is because of our partners’ generosity in giving their time and effort that we can offer such a variety of programmes that allow the Malay community to experience our language as Ilmu, Budaya and Mesra,” says Mr Zaqy Mohamad, Chairman of Bulan Bahasa 2014. “Bulan Bahasa is truly a display of *gotong royong*, a strong community spirit that builds up a cultural identity and sense of belonging among the Malays in Singapore.”

Programme Highlights

The wide range of programmes and activities offer something for everyone to have an enjoyable weekend at the festival.

Some programme highlights include:

- **Bahas Selebriti (Celebrity Debates) by 4PM**
This friendly debate will display the wit and skill of the debaters in using the Malay language as they debate on the theme of Social Media in the character assigned to them. Featuring celebrities such as DJ Zaza Majid, Actor Aidil Jufri and Actress Lydia Izzati, the celebrities will rely on their language skills to prove their point in characters such as Hang Tuah and Mak Dara.



- Pentas Seloka (Outdoor Music Performances) by Nusantara World Music
Enjoy and experience the Malay language through music and song on the ACM Green with special performances by evergreen singing sensation Rahimah Rahim and popular YouTube singer Sufie Rashid.
- Pentas Cerita Digital (Digital Story Stage) by EyePower Games & Malay Language Centre of Singapore
Spend quality time as a family reading and creating your very own story video with Moo-O, a software that allows readers to act and record stories with themselves as the characters. This is a great family activity that makes reading and practicing the Malay language fun and interactive.
- Serumpun Temasek (Dance Drama Performance) by Variasi Performing Arts
Learn about the history of Singapore as the energetic performers use the language to depict our country's past in three lively and entertaining segments. The audience will also have fun learning about and joining in the Joget Lambak, a type of traditional Malay mass dance.
- Sesi Drama dan Bercerita (Dramatised Storytelling) by Madrasah Al-Irsyad Al-Islamiah
Be inspired to tell your own stories in Malay as you watch the students bring popular folktales such as *Ali Baba* and *Batu Belah Batu Bertangkup* to life.

There's also Potong ice cream, sponsored by F&N Creameries, to be won when you head to the ice cream booth and complete a quiz on peribahasa (Malay proverbs).

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

For more information, please contact:

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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 regular usage. From being a biannual 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>.