



MEDIA RELEASE

FOR IMMEDIATE RELEASE

The Tamil Language Festival 2012 Cultivates a Love for Tamil

Sunday, 1 April 2012 - A host of exciting programmes has been lined up for this year's Tamil Language Festival, to call on all Tamil Singaporeans to "Love Tamil, Speak Tamil".

Mr S Iswaran, Minister in the Prime Minister's Office & Second Minister for Home Affairs & Trade and Industry, will officially launch the April festival at the School Of The Arts' (SOTA) Drama Theatre today.

Guests at SOTA will be treated to a cultural extravaganza celebrating the richness of the Tamil language and culture. Among the highlights are a light-hearted performance by lawyer and popular artiste Vadi PVSS, who will show guests how to incorporate Tamil proverbs in their everyday life, as well as a rousing performance of the Festival's theme song.

The Tamil Language Festival is the signature event of the Tamil Language Council. Throughout April, Tamil Singaporeans can participate in a series of literary, oratorical and cultural events that will urge them to embrace their mother tongue and use it in their daily lives.

The Tamil Language Festival sees an injection of new ideas and initiatives each year. This year, secondary students who attend the Umar Pulavar Tamil Language Centre will take on the roles of news anchor and producer to create videos. Using the NewsMaker software developed by Singaporean company, EyePower Games, they will report on news and stories on key events of the Tamil Language Festival 2012 from a fresh perspective.

Partner Programme Highlights

SHORT STORY WRITING WORKSHOP

In this workshop, creative minds with a passion for the Tamil language get the chance to learn how to turn their ideas into stories.

Mr Ramakrishnan a well-known Tamil writer from India will help aspiring and budding writers hone their short story writing skills.

This workshop is jointly organised by the Tamil Language Council and Thangameen, a local Tamil e-magazine with significant readership here and abroad.

KALAKKAL 2012

Targeting Primary students, Kalakkal uses theatre as a medium to instil self-confidence in students' oral competency in the Tamil language. Modelled after a 3-P Framework (*Preparation, Production and Performance*), Kalakkal promises a nurturing yet thrilling experience for the participants.



IVANN Productions, which organises Kalakkal, is an independent theatre production house with a passion for theatre performances and community outreach programmes.

SORKALAM 2012

Sorkalam 2012 is the national Tamil debate for secondary schools. The lively and spirited exchange of ideas and opinions among the various school teams are expected to whip up an even stronger interest among students in the learning their mother tongue and to encourage and promote wider use of Tamil both in school and at home.

It is organised by the Peoples' Association Narpani Pearavai, the coordinating body for the Indian Activity Executive Committees (IAECs),in collaboration with the Central District IAEC.

About Tamil Language Festival 2012

The Tamil Language Festival is spearheaded by the Tamil Language Council which was formed in 2000 under the auspices of MICA. It comprises representatives from the education sector, major community organisations, arts groups and the media. The Council has organised the Festival since 2007 with partner organisations marking it a major event in their organisational calendar. There has also been a growing interest in organisations wanting to be part of the festival.

A key partner for the Tamil Language Festival is MOE's Tamil Language and Learning Promotion Committee (TLLPC). Set up in 2006. TLLPC's strategic focus is to promote the speaking and learning of Tamil among students.