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FOR IMMEDIATE RELEASE

Sunday, 13 September 2009

Artiste Alex Fong helps SCOLAR promote Putonghua (with photo)

Artiste Alex Fong stepped up his support for the promotion of Putonghua by participating in the latest Announcement of Public Interest (API) to be launched by the Standing Committee on Language Education and Research (SCOLAR) on television tomorrow (14 September).

A spokesperson for SCOLAR said, "As SCOLAR's Ambassador for Promotion of Putonghua 2009, Alex has participated in a number of promotional activities already. In the TV API, he will further show that there're many ways to learn and use Putonghua in Hong Kong."

SCOLAR also thanked students and lecturers of the Hong Kong Design Institute of Vocational Training Council for their participation in planning and producing the TV API.

SCOLAR has been organising large-scale activities since 2002 to promote Putonghua. This year's activities include: the Putonghua Radio Drama Training and Competition, the Inter-Varsity Putonghua Debating Competition for Guangdong, Hong Kong and Macau and the Putonghua Broadcaster Competition (for public and secondary school students) co-organised with RTHK; the Putonghua Singing Competition for Primary and Secondary Schools with the Hong Kong Professional Teachers' Union; the Putonghua Public Speaking Competition for Primary and Secondary Schools with the Cultural and Educational Association of the New Towns; the Putonghua Training Programme for Student Tourism Ambassadors with the Hong Kong Community College of Hong Kong Polytechnic University; the School-based Putonghua Drama Training Programme with Prospects Theatre; and a radio programme produced by Metro Radio introducing Putonghua pronunciation of some terms commonly found in economic news.

A final show will be organised at 3:00 p.m. on 29 November (Sunday) at Hong Kong International Trade and Exhibition Centre to wrap up this year's promotional activities. For details of seat reservations, please visit the SCOLAR website at <http://www.language-education.com>.

Established in 1996, SCOLAR advises the Government on language education issues and on the use of the Language Fund.

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Caption



Artiste Alex Fong supports the promotion of Putonghua by participating in the latest Announcement of Public Interest (API) to be launched by SCOLAR on television.