

TAMPINES GRC OFFICE
media advisory



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OFFICIAL LAUNCH OF BULAN BAHASA @ TAMPINES 2014

For the first time ever, this year's Bulan Bahasa would be extended to the housing estates in Tampines. Come Saturday evening, 13 September 2014, residents will be entertained by popular celebrities and poets such as R. Ismail, Elfie Ismail, EISS, Orkestra Sri Temasek, Aisyah Salim, Basir Suparti and Saffri M. Manaf at the Launch of the Bulan Bahasa @ Tampines 2014 held at the Tampines West Community Club.

2 **Mr Heng Swee Keat, Minister for Education and Adviser to Tampines Grassroots Organisations** will be the Guest-of-Honour for this event. He will be accompanied by **Advisers to Tampines Grassroots Organisations, Mr Masagos Zulkifli, Mr Mah Bow Tan, Ms Irene Ng and Mr Baey Yam Keng. The Launch will held in a musical concert setting, whereby Mr Heng will launch the event by conducting an 30-strong orchestra ensemble. Following that, in accordance to Malay tradition, he will cut a giant cake of "Pulut Kunyit", or glutinous rice which signifies good fortune and wealth.**

3 Organised by the Tampines GRC Malay Activity Executive Committees (MAECs) and supported by Bulan Bahasa, Majlis Bahasa, Malay Language and Learning Promotion Committee, PAssion Arts Month and North East Community Development Council, there would be 9 activities held in Tampines from 13 Sep to 5 Oct 2014, such as "*Klinik Budaya dan Bengkel Pantun*", "*Dondang ala Sayang*", "*Wisata Ilmu dan Budaya*". The new Tampines MAECs Facebook page, called "*Tampines Kampungku*" will also be launched by Mr Heng during the Official Launch.

4 Your journalist and photographer are cordially invited to join Mr Heng Swee Keat and the residents on **Saturday, 13 September 2014 at 7.45pm at the Tampines West Community Club.**

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About People's Association

The [People's Association](#) (PA) was established on 1 July 1960 to promote racial harmony and social cohesion in Singapore. Our mission is to build and bridge communities in achieving one people, one Singapore.

PA offers a wide range of [programmes](#) to cater to Singaporeans from all walks of life - connecting people to people, and people and government. We do this through our network of 1,800 [grassroots organisations](#) (GROs), over 100 Community Clubs, five Community Development Councils, the National Youth Council, National Community Leadership Institute, Outward Bound Singapore and Water-Venture. More information at www.pa.gov.sg and OurCommunity.sg.

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