



MEDIA RELEASE

PPIS Bulan Bahasa 2020: Sayangi Bahasa Kita (Finale)

Singapore, Friday, 9 October 2020. For the first time, PPIS is proud to be the official programme partner for *Bulan Bahasa* 2020 (or Malay Language Month 2020). In celebration of *Bulan Bahasa*, PPIS Early Childhood Education (ECE) organised the PPIS *Bulan Bahasa* 2020: *Sayangi Bahasa Kita* (Finale) event earlier today. The event was graced by Guest-of-Honour Mr Zhulkarnain Abdul Rahim, Member of Parliament for Choa Chu Kang GRC. This year marks the third year since PPIS ECE first participated in *Bulan Bahasa* to encourage children and their families to embrace Malay language in their daily lives.

The theme for this year's *Bulan Bahasa* is '*Cita. Citra. Cinta. Bahasa Kita.*' In celebration of this, PPIS ECE organised various activities to inculcate in children a love and passion for the Malay language through the literary arts. These activities included a mass singing session of the *Bulan Bahasa* song and *Semoga Bahagia*, a song penned by the late Mr Zubir Said, who is also the composer of our national anthem.

Aside from that, the highlights of the event were the Malay storytelling and poetry recitation (*berpantun*) competition! A total of 42 children from Kindergarten 1 (K1) and Kindergarten 2 (K2) across all seven of our Child Development Centres participated in the competitions. While our K2 children took part in the storytelling competition, where they performed skits that showcased the rich cultural heritage of the Malay community, our K1 children took part in a fun poetry recitation competition!

The event then concluded with a singing session by children from all of our Child Development Centres. The children sang the songs, *Jung Jung Inai* and *Selamat Tinggal*. Through this platform, the organisation aims to allow children to not only enjoy the life lessons and values embedded in these songs, but also encourage them to preserve the community's rich heritage and culture. This is aligned with the national *Bulan Bahasa* 2020 theme of '*Cita. Citra. Cinta. Bahasa Kita.*'

Mr Zhulkarnain shared, "The involvement of PPIS preschools in leading this initiative for *Bulan Bahasa* 2020 is very encouraging. We need to instil in our children a love for the Malay Language at a young age. By inculcating civic and moral education, as well as the appreciation of the Malay tradition, into



Malay language lessons, I believe this will foster students' interest in the language. In doing so, PPIS will then be their starting point in preserving not only the use of the Malay language, but also the value of our identity as a Singaporean and a member of the Malay community.”

“PPIS strives to be at the forefront of Malay language teaching at the preschool level in Singapore in our efforts to provide holistic and quality education. We believe that in learning the Malay language, children will in turn be introduced to the Malay culture and traditions. Through this event, we aim to create opportunities for children from all backgrounds to showcase their talent. This also serves to instil confidence in our children at a young age. We hope to work alongside organisations and family members in keeping our heritage alive for future generations,” said Mdm Rahayu Mohamad, President of PPIS.

This event was supported by the Malay Language Council, Singapore.

Guest-of-Honour:

Mr Zhulkarnain Rahim

Member of Parliament for Choa Chu Kang GRC

Event Details:

Date: Friday, 9 October 2020

Time: 10.00am – 11.30am

Mode of Event: Zoom

The event was held in Malay.

For media inquiries, please contact:

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About PPIS

Founded in 1952, PPIS (Persatuan Pemudi Islam Singapura or Singapore Muslim Women’s Association) is a social service organisation focused on services for women, family and children. Our focus is on



working with women of all ages in carrying out their multiple roles in society. PPIS runs three core community services namely; Family Services, Student Care and Early Childhood Education (ECE). With 16 centres islandwide, the services work together to provide quality and holistic support as well as developmental programmes for women and their families across the different phases of their lives.

About PPIS Early Childhood Education

PPIS opened its first kindergarten in 1983 and was one of the first to introduce a play-based approach. Today, with more than 30 years of experience, PPIS operates seven Child Development Centres with a total of 800 children.

As a premier early childhood education (ECE) service provider, we believe that every child is unique and deserves quality care and education. By embracing a learning culture, we strive to nurture individuals into passionate learners and competent leaders of character. Our team consists of educators who are passionate in working with young children and go through continuous professional development, so as to be kept abreast with the latest early childhood initiatives and guidelines.

For more information, please visit: <http://www.ppis.sg>.