

*For Immediate Release*

## **NoonTalk Media and Speak Mandarin Campaign Conclude Another Successful Edition of My Story 2024 《我的故事 2024》**

- My Story 2024 《我的故事 2024》, now in its eighth year, is jointly organised by NoonTalk Media and Speak Mandarin Campaign (讲华语运动)
- This year's competition saw a total of 521 sign ups from students aged 13 to 18 years old who are schooling in Singapore

**SINGAPORE, September 22, 2024** – NoonTalk Media Limited (“NoonTalk Media” or “午言媒体”), a Singapore-based media entertainment company specialising in artiste and talent management, multimedia, film and drama production, as well as event conceptualisation and management, is pleased to announce the conclusion of another edition of My Story 《我的故事》.

The competition saw 16-year-old Low Xin Lei (刘芯蕾) from River Valley High School emerge as the winner with the highest score, taking home the grand prize worth over S\$3,000. The runner-up and second runner-up positions went to 14-year-old Yuan Haina (袁海纳) from River Valley High School and 16-year-old Liu XinYu (刘心予) from Jurongville Secondary School, respectively.

Jointly organised by NoonTalk Media and Speak Mandarin Campaign (讲华语运动), My Story 2024 saw a remarkable increase in interest this year, with 521 students aged 13 to 18 from across Singapore signing up, compared to 328 students in 2023.

Now in its eighth year, this nationwide competition provides a platform for youth to develop their oratorical skills in a fun and dynamic environment, while building confidence in

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expressing themselves in Mandarin through storytelling and interactive games. The semi-finals and finals were held in person at NoonTalk Media Studio today, with more than 100 friends and family members of the participants present to render their support.

Mr Dasmond Koh (许振荣), Chief Executive Officer of NoonTalk Media says, “As a media agency deeply committed to promoting Chinese language and culture, we believe in giving back to the community that has supported us. Through initiatives like My Story, we contribute directly to the community and support projects with a lasting impact. Our goal is to nurture a love for Mandarin while empowering the next generation to connect with the language in personal and creative ways. By encouraging students to share their unique stories, we aim to inspire a lasting appreciation for Mandarin and foster a space for self-expression and cultural pride.”

Dasmond continues, “My Story was originally conceived by NoonTalk Media in 2015 as a traditional Mandarin public speaking competition. Two years later, we were proud to work with the Speak Mandarin Campaign to bring the competition to a national level, expanding its reach and significance.

“We believe that by leveraging our platform and the influence of our artistes, we can make a meaningful contribution to government initiatives. Our artistes visited schools and participated in *School Learning Journey* organised by NoonTalk Media, sharing their personal experiences with the language and its significance in their acting and performing careers. Through such engaging interactions, we strive to encourage students and cultivate a positive attitude towards learning Mandarin in a fun and interactive manner.”

Mr Lee Ee Wurn (李仪文), Deputy Chairman of the Promote Mandarin Council says, “The Speak Mandarin Campaign aims to promote the use of Mandarin in daily life, particularly among young Singaporean Chinese. Through our partnership with NoonTalk Media, we hope that our youths will be able to experience Mandarin in a fun and entertaining manner, while building their confidence in using Mandarin.”

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The My Story 2024 competition was an annual event that included three weeks of dedicated outreach to schools and roadshows. Participants were invited to submit videos of less than 60 seconds, centered around the theme "My Story". To encourage youth participation, this year's contest offered attractive prizes from sponsors such as, Holistic Way, POP MART, PUMA, Amps Tea and Northpoint City.

The competition saw an impressive 521 entries, from which 30 participants were shortlisted to proceed to a face-to-face audition on September 14. Of these, 12 contestants were selected to advance to the semi-finals on September 22, where the field was further narrowed to six finalists competing for the championship title on the same day.

This year's competition was judged by:

- Mr Lee Ee Wurn (李仪文), Deputy Chairman, Promote Mandarin Council
- Mr Chong Liung Man (张龙敏), Advisor (Drama Production), NoonTalk Media
- Mr Jed Tay (郑咸斌), Chief Operating Officer, NoonTalk Media

Competition Format:

Semi-Finals (12 Contestants)	
Round 1: <b>Storytelling</b> 《我的故事》	Deliver a 60-second speech based on the topic "My Story".
Round 2: <b>Three-Word Challenge</b> 《三词致胜》	Construct a sentence using three assigned idioms.
Round 3: <b>Ultimate Quiz</b> 《极智抉择》	Answer 10 multiple-choice questions.
Finals (6 Contestants)	
Round 1: <b>Guess Who I Am</b> 《猜猜‘我’是谁》	Identify the Chinese character based on three given radicals.
Round 2: <b>Debate</b> 《谁与争锋》	Topic: "The Future is More Important than the Past" 《未来比过去重要》 Contestants divided into two teams for this debate session.



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[Download](#) photos of the event and winners here.

### **About NoonTalk Media**

NoonTalk Media Limited is a Singapore-based media entertainment company that specialises in artiste and talent management, multimedia, film and drama production, as well as event conceptualisation and management. The Company aims to be Singapore's leading media and entertainment platform in creating quality entertainment content and to inspire a vibrant media landscape in Singapore, with a particular niche in Chinese-language media productions.

The Company taps on its comprehensive suite of service offerings to be a one-stop provider of high-quality, bespoke events and entertainment solutions that can be adapted to suit the particular demands of its clients for any project.

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### **Investor Relations and Media Contact:**

Ms Doris Boo (巫淑慧)

Lead Communications and Investor Relations

Mobile +65 9769 0506

Email [doris.boo@noontalk.com](mailto:doris.boo@noontalk.com)