

Organizer:



September 15, 2015

Dear Principal,

2015-16 TOEFL® Young Students Series GO English! Campaign

TOPIC: "Your Culture. In Your Words"

Work as a Class to Celebrate Your Culture and Use Your English Skills!

Last year, with many schools in Hong Kong and Macao participated in the Go English Campaign. We were overwhelmed by the positive responses from the participating schools. Now, we are excited to invite you to join "Your Culture, In Your words" for Schools, organized by Educational Testing Service (ETS) from United States, the world's largest nonprofit educational measurement organization with high quality assessments—including the TOEFL® Primary™ and TOEFL Junior® tests— as well as conducting world-class research and advancing education in more than 180 countries worldwide.

The 2015-16 TOEFL® Young Students Series GO English! project supports English learning and teaching of younger students and helps students develop their language skills so they can use English to communicate.

Project Submission deadline (HK & Macau district) — Feb 26, 2016

This global campaign kicks off in Sep and the project deadline is Feb 26, 2016. Participating classes will receive promotional items, educational materials to assist in the improvement of English language learning skills, a plaque and certificates of achievement. It will certainly be a marvelous learning experience for them.

If you are interested in joining our Go English Project this year, please complete the attached reply slip, and either fax or email us on or before Dec 31, 2015. For any questions regarding the campaign, please feel free to call us at +852 2851 3822 (HK) / +853 6261 6000 (MO) or email us at info@TOEFLJunior.com.hk and we will follow-up accordingly.



Yours faithfully,
Smart Education Co. Ltd.
Official Representative of ETS TOEFL®
Young Students Series in Hong Kong and Macau



**ETS
Preferred
Associate™**



Smart Education Co. Ltd.

Official Representative of TOEIC, TOEFL ITP and TOEFL Junior Tests in Hong Kong & Macao

Address: 11E, Ford Glory Plaza, 37-39 Wing Hong Street, Cheung Sha Wan, Kowloon

Tel: +852 2851 3822 / +853 6261 6000 Fax: +852 2851 8422

Email: info@TOEFLJunior.com.hk Web: www.TOEFLJunior.com.hk

2015-16 TOEFL® Young Students Series GO English! Campaign

TOPIC: “Your Culture. In Your Words”

✧ Students will be inspired to practice and improve their English language learning skills, take pride in showing off “Your Culture. In Your Words”. Students are required to work as a class or small groups for “Say” or “Write” enough English to effectively communicate your message through the use of video, radio, poster or newspaper announcement.

ELIGIBILITY TO ENTER: Students attending full-time schools in Hong Kong and Macao are eligible to enter the competition. Students can form a team to submit the project in either one of the following formats:

PROJECT	RADIO PROJECT (AUDIO)	VIDEO PROJECT (VIDEO)	NEWSPAPER COLUMN (PRINT)	POSTER (PRINT)
LENGTH	60 seconds maximum	60 seconds maximum	400 words maximum	200 words maximum
SUGGESTED PLAN Feel free to adapt the plan for your classroom, as needed.	WEEK 1			
	Collect ideas. What do you want to talk about?	Collect ideas. What do you want to talk about?	Collect ideas. What do you want to write about?	Collect ideas. Get or draw pictures.
	WEEK 2		WEEK 2-3	
	Write and revise a script with your class or in a group.	Write and revise a script with your class or in a group. Choose pictures or places you want to feature.	Write and revise your newspaper column with your class or in a group.	Write on paper a little bit about each picture. This is called a caption. Write as a class or in a group.
	WEEK 3			
	Practice speaking clearly.	Practice speaking clearly. Organize your images and develop a plan for making the video.		
	WEEK 4			
	Record your project. Make sure you speak clearly. Include a class picture with your project.	Video record your project. Make sure you speak clearly.	Write or type your column clearly. Make sure to spell words correctly and use correct punctuation.	Put the pictures and captions on the poster. Take a picture of the poster. Make sure you can read the captions and see the pictures. Take a second picture of your class with the poster.



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RULES AND REGULATIONS:

- ★ Projects can be worked as a class or in small groups
- ★ Application Form should be submitted to info@TOEFLJunior.com.hk or fax to +852 2851 8422 on or before Dec 31, 2015
- ★ Any entry with content deemed to be inappropriate or sexually explicit, containing extreme violence and offensive remarks will be disqualified.
- ★ Play-scripts must be of original content, and materials taken from pre-existing scripts by writers who are not part of the group are prohibited. Entrants who fail to comply will be disqualified.
- ★ Entrants will be solely responsible for the content and any violations of copyright as a result of posting it.
- ★ Entries will not be returned to the contestants.
- ★ All file must be sent to Smart Education Co. Ltd. on or before Feb 26, 2016 . For audio or video projects are required to Submit CD or VCD with file size cannot be exceeded 50MB.
- ★ For audio and video project, the recording need not be longer than 10minutes in length.
- ★ The organizer has the right to use or dispose the submitted entries.

GO English! Campaign Timeline:

Sep 15, 2015	Start Application
Dec 31, 2015	Deadline of Application Form Submission
Sep 2015 to Feb 2016	Project Campaign Start <ul style="list-style-type: none"> * School-based project that involves teachers and student of English Language Learning for TOEFL® Primary™ and TOEFL® Junior® levels * Classroom activities on “Share Your Culture” * Recording the project in the format that chosen in the application registration <i>(hand-in projects format are including : video, radio, poster or newspaper)</i>
Feb 26, 2016	Deadline of Project Submission <ul style="list-style-type: none"> - Students should submit their project to Smart Education on time <ul style="list-style-type: none"> ● For Audio or Video projects: participants must submit CD or DVD Note: <i>the recording need not be longer than 1 minute in length*</i> (File cannot be exceeded 50MB) ● For Poster or Newspaper : participants must hard copy reference <p>Note: Teachers must send “Students Name List” with “Class Details” in Word file or Excel File for further cert arrangement.</p>
May-Jun 2016	Rewards <ul style="list-style-type: none"> - For all participating schools with recognition of participation project achievement. (plaque, teacher gift, students premium item, certificates)



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Organizer:



2015-16 TOEFL® Young Students Series GO English! Campaign for Schools in Hong Kong & Macao Application

(Please fax it to +852 2851 8422 or email at info@TOEFLJunior.com.hk on or before Dec 31, 2015)

To: **Smart Education Charitable Foundation**

Our school will join the **2015-16 TOEFL® Young Students Series GO English**, below is our contact information.

Contact Information

School Name: _____

Teacher-in-charge: _____

Contact number: School: _____ Mobile: _____

Contact Email: _____

Group 1	
Level :	* Primary / Secondary
Class :	
Teacher-in-charge:	
Project Format:	<i>video / radio / poster / newspaper</i>

Group 2	
Level :	* Primary / Secondary
Class :	
Teacher-in-charge:	
Project Format:	<i>video / radio / poster / newspaper</i>

Group 3	
Level :	* Primary / Secondary
Class :	
Teacher-in-charge:	
Project Format:	<i>video / radio / poster / newspaper</i>

* Delete if inapplicable

* If you have more than three participating groups, please make copies of the form.

Please contact us at +852 2851 3822 (Hong Kong)/ +853 6261 6000 (Macao) if you have any enquires.



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