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Celebrate language learning with Language Show Live 2014's *Strictly 1,000 Words* competition

Language Show Live in partnership with Speak to the Future, the campaign for languages, is delighted to announce the launch of a national competition for language learners in schools, universities and language enthusiasts everywhere to produce a short video celebrating language learning in no more than 1,000 words.

Olivett Asare, event manager for Language Show Live commented that “with language learning becoming compulsory at primary level in the English national curriculum from September 2014, the launch of this competition is timely. Celebrating languages and language learning is integral to Language Show Live and the *Strictly 1,000 Words* competition allows us to promote this celebration. The competition encourages learners and enthusiasts around the UK to show off their language skills in up to 1,000 words in another language and demonstrate this achievement creatively by sharing their videos with us. We’re really excited to see the results!”

The *Strictly 1,000* competition is designed to celebrate languages and culture through the production of creative videos in another language. Pieces can be factual or fictional and could include, but are not limited to sketches, role plays or mini dramas; poem, rhyme, raps or songs; mini documentaries or fact-files; talking selfies or personal narratives; animation or stories; conversation or interviews or promotional adverts.

Bernardette Holmes, campaign director for Speak to the Future, said “this competition is open to everyone, whether you’ve never learnt another language before, whether you’re learning one at school or speak one at home, now is the time to take up the 1,000 Words Challenge and show us what you can do. Let’s show the world Brits can be multilingual too!”

Olivett Asare continued “we’re proud to be partnering with Speak to the Future for the 2014 event and this competition sits perfectly alongside their existing 1,000 Words Challenge - which encourages people to learn 1,000 words in another language on their way to becoming a successful linguist.”

The competition is open until 11 July 2014 and can be entered via the Language Show Live website: www.languageshowlive.co.uk/strictly1000

The competition will be judged according to the following categories:

1. Primary schools
2. Secondary schools
3. Further/higher education



4. Language enthusiasts everywhere

Entries will be judged on a combination of quality and originality of content; language used - accuracy and pronunciation as well as clarity in delivery and communication; enthusiasm, effort and technical quality.

Shortlisted candidates will be announced at the beginning of September and invited to attend Language Show Live on Saturday 18 October at Olympia Central, London – where they will be able to perform their piece in front of some 9,000 language enthusiasts and professionals who attend the event.

Winners will be announced live at the event and prizes presented, which include a two night trip to Germany for two people including return travel from London, courtesy of DJH Rheinland in collaboration with Deutsche Bahn. The prize lineup also includes language dictionaries and schools' annual memberships to Vocab Express courtesy of prize sponsors Oxford University Press and Vocab Express respectively. Further prizes and the full judging panel will be announced shortly.

Language Show Live looks forward to receiving and sharing entries from this major national competition and celebrating the creative application of an assortment of different languages.

Notes for editors

Language Show Live 2014 takes place from 17-19 October at London's Olympia Central.

Register for free tickets and find more information including the exhibitor list and full programme of events at www.languageshowlive.co.uk; alternatively contact Tiffany Rogers, Marketing Manager: tiffanyr@upperstreetevents.co.uk or +44 (0)20 7288 6447

Speak to the Future is an initiative funded by the British Academy which aims to highlight the importance of languages, language learning and professional language activities for the UK. Targeting the public, media, government and policymakers, it intends to unify the nation around a strong public message that every language counts and that English alone is not enough. www.speaktothefuture.org

Speak to the Future is promoting the 1,000 Words Challenge, a call for everyone to learn at least 1,000 words in another languages. As part of this challenge, the online learning application Vocab Express and Oxford University Press offer a free online platform where people can learn, revise and test progress in 1,000 words in a range of languages. www.vocabexpress.com/speaktothefuture