

Dear Mayors,

With **New Zealand Chinese Language Week fast approaching (16-22 October)**, we would love to ask once again for your Council's support in promoting the Week and look forward to receiving a list of **events** that will be taking place in your City that week.

You will find downloadable resources available to all Local councils, together with some ideas of where to promote the material on our website: <http://www.nzclw.com/resources/councils/>

Additionally, we would like to **request a video of support** from your Mayor challenging your local community to take up this year's **"5 Days, 5 Phrases" Challenge**.

Format and brief:

- 40 second video, MP4 format
- **Introduction:** Your name and a brief intro why New Zealand Chinese Language Week is important to your region (developing language capability, business, education, sister-city opportunities, regional development) and why you think it is a good initiative.
- **Challenge:** To show your support for NZCLW, you are taking part in the "5 Day, 5 Phrases" challenge. You hope others will take up the challenge; the aim is for all Kiwis to learn these 5 simple phrases by the end of NZCLW. Here you go:
 - " Nǐ hǎo " (Hello pronounced: nee how),
 - " Xièxiè " (thank you pronounced: shieh shieh)
 - "Zàijiàn" (Goodbye, pronounced: dzai jee-en)
 - "Huānying" (Welcome pronounced: hoo-ahn ying)
 - "Qǐng" (Please, pronounced: ch'ing)
- As Mayor, challenge your people to take up the "5 Day, 5 Phrases" Challenge by nominating a specific department or segment of the community (library, school...). Please agree this in advance with your team so they know they are being challenged!
- Please use the following hashtags on your video/post: #ispeakMandarin, #nzchineselanguageweek and your local council hashtag (e.g. #wellingtoncitycouncil)
- **Tone:** the tone of the video is personal and humorous: a funny anecdote of a time you wish you had known more Mandarin could be helpful here, or just have fun saying the phrases.
- **Have fun with it!** The objective is to get your community engaged with the idea of participating in NZCLW- just have a go!
- **The ultimate goal** is for all Kiwis around the country to learn five phrases in five days, by the end of the week.

Please send your videos of support to sylvie@nzclw.com. We will upload these to our website and to our social media channels the weekend before the start of NZCLW (13 October). An email will be sent out to those participating confirming the timing of release. Your Communications teams will then be able to release them on your own social media platforms.

* To quote our Co-Chair, Mr. Raymond Huo: *"Learning the basics of another language goes a long way when building relationships with that culture. To bond with our Chinese colleagues, friends, and trading partners, we must try and get basic courtesies like pronunciation and greetings correct."*