

## Media Release

*For immediate release*



### **Honour (Singapore) and Mediacorp forge partnership to bring honour-centric films to wider audiences**

*Together with Co-founding and Lead Partner Ngee Ann Polytechnic, this new partnership will open new avenues for aspiring filmmakers to showcase their work and foster nationwide dialogue on important issues centred around honour*

**Singapore, 2 November 2023** – Honour (Singapore) Limited and national media network Mediacorp have inked a first-ever partnership at the 12<sup>th</sup> season of the Honour Film Screening, held at the Capitol Theatre this evening. Through this collaboration, Honour (Singapore) and Mediacorp will jointly showcase films created by young emerging filmmakers as a way of further raising awareness of and building on the growing interest in homegrown honour-themed Singapore films among local audiences.

Specifically, both parties will jointly curate film titles to be streamed on Mediacorp’s digital video platform, mewatch, and aired on Mediacorp’s Channel 5 as part of the free-to-air channel’s [Lights. Camera. Singapore.](#) collection of locally produced creative and cultural works.

“Mediacorp is no stranger to engaging audiences with compelling content and supporting innovation in storytelling. Their dedication to diversity and their commitment to enriching the cultural landscape align perfectly with our vision. Through this partnership, Mediacorp will provide a national stage for our film initiative, giving filmmakers and their stories the exposure they deserve,” said Mr Lim Siong Guan, Founding Chairman of Honour (Singapore).

“We are committed to championing local content and talents, and are excited to join hands with Honour (Singapore) to celebrate some of the finest works by our budding filmmakers. By showcasing these films across our network, we hope to amplify their exposure to a wider audience, as well as foster a stronger appreciation for local content,” said Ms Angeline Poh, Chief Customer and Corporate Development Officer, Mediacorp.

Honour (Singapore) and its co-founding lead partner Ngee Ann Polytechnic (NP) have delivered compelling content centred on the themes of Honour and Honouring to more than 5,000 through 11 theatrical screenings over the past 9 years. Through this partnership, Honour (Singapore) will expand its reach to an

even wider audience, furthering its aim of promoting a more inclusive society that values the act of honouring.

“The Honour Film Initiative has always been dedicated to telling very personal stories that resonate deeply and intimately with audiences. Having trained filmmakers for the past 30 years through the Diploma in Film, Sound & Video (FSV) – the nation’s most established filmmaking course – Ngee Ann Polytechnic is delighted to have partnered with Honour (Singapore) for the past 9 years. Through the latest collaboration with Mediacorp, we look forward to having our students’ works impact more in the community,” said Ms Jacqueline Tan, Director of NP’s School of Film & Media Studies.

Audiences can expect to catch the first Honour films on [mewatch](#) and Channel 5 come December 2023.

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## **About Honour (Singapore)**

Honour (Singapore) is a charity with IPC status that seeks to promote a culture of honour and honouring for the well-being of the nation. It is multi-racial, multi-religious and multi-community in its outreach. Honour (Singapore) believes that there are two dimensions of Honour that are particularly important for the continued success and survival of the nation: to honour our word and to honour each other. Honour (Singapore) believes that such a culture of honour remains essential for Singapore's success and cohesion in the coming years. For more information, please visit us at: [www.honour.sg](http://www.honour.sg)

## **About Mediacorp**

Mediacorp is Singapore's national media network and largest content creator. Its purpose is to create engaging and trusted content, as well as to connect communities and inspire people. Mediacorp engages over three million people in Singapore daily across four languages on its digital platforms including mewatch, melisten and CNA.asia, six TV channels and 11 radio stations. Beyond Singapore, Mediacorp also has a growing international audience through CNA and content distributed across markets.

With a focus on nurturing talent and growing the sector, the company is committed to investing in nationwide initiatives like Star Search, Anugerah, Yaar Antha Star and SPOP, commissioning a wide variety of work from local content creators, and collaborating with institutes of higher learning. As Singapore's first local Multi-Channel Network in partnership with YouTube, Mediacorp is also committed to developing a network of digital content creators.

For advertisers, Mediacorp has partnered industry-leading brands like ESPN, Mothership, theAsianparent, VICE, YouTube and 99.co to form the Mediacorp Digital Network in offering more effective content-driven solutions.

Mediacorp is the recipient of industry accolades including New York Festivals, World Media Festivals, PromaxBDA (World and Asia) and Asian Academy Creative Awards.

For more information, please visit [mediacorp.sg](http://mediacorp.sg).

## **About the Honour Film Initiative**

Honour (Singapore), in collaboration with its co-founder and lead partner Ngee Ann Polytechnic (NP) for the Honour Film Initiative, is thrilled to unveil the 12<sup>th</sup> season of the Honour Film Screening on 2 November 2023. This season's cinematic journey will feature a curated selection of six films.

The documentary *Where Are You Now* made by Tai Binquan during his final year in the Film, Sound & Video (FSV) course at NP chronicles the experiences of his mother, Loo Lay Yen, when she suffers a stroke.

This piercing inquiry into the dignity of end-of-life care and ethical considerations unveils the lives of her husband and three sons as they cope with this most challenging life event.

Current 3<sup>rd</sup> year FSV student, Prashan S/O Elanjelian's atmospheric documentary, entitled *Vijay*, takes an inside look at migrant worker Vijay's life in Singapore. Audiences will get to experience first-hand Vijay's struggles and sacrifices as he leaves his young family behind in Tamil Nadu, India. Life is hard but Vijay finds escape through poetry. Afterall, "Vijay" means "Victory".

"Since our 1<sup>st</sup> Season of the Honour Film Screening in 2015, and after producing more than 120 films and achieving more than 13 million online views, Ngee Ann Polytechnic is delighted to have Mediacorp on board as our partner. Since our inception in 2015, it was our intent to create an ecosystem that would make films that go beyond entertainment, films that are both personal and universal, films that do good and honour what's most precious to us – the people of Singapore," said NP's Senior Lecturer Leonard Yip, who co-founded the Honour Film Initiative and leads NP's efforts in the Initiative.

### **About Ngee Ann Polytechnic**

Ngee Ann Polytechnic started in 1963 and is today one of Singapore's leading institutions of higher learning with over 13,000 enrolled students in about 40 courses across diverse disciplines. It seeks to develop students with a passion for learning, values for life, and competencies to thrive in a global workplace. The polytechnic also supports Continuing Education and Training (CET) through its CET Academy, which offers a wide range of part-time programmes and short courses. It works closely with industry partners to curate programmes for emerging skills, develop talent pipeline for the industries and help adult learners stay agile in today's rapidly changing global economy.

For more information, please visit [www.np.edu.sg](http://www.np.edu.sg)

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