



For immediate release

REMEMBERING OUR CHILDREN'S LITERARY HERITAGE & BECOMING FUTURE READY

AT 9th ASIAN FESTIVAL OF CHILDREN'S CONTENT 2018

SINGAPORE, 30 May 2018 – Early bird ticket sales for the 9th edition of the Asian Festival of Children's Content (AFCC) kicks off today. Running for three days from 6 to 8 September 2018 at the National Library, its theme is Imagine-Asia with Singapore as its Country of Focus to celebrate local children's literature.

Over 90 Singapore and international writers, illustrators, publishers, storytellers, educators and media producers from 14 countries such as Australia, Indonesia, Japan, Philippines, the UK and US will be featured. Notable speakers include renowned Japanese picture book author and illustrator Satoshi Kitamura; UK publisher Sarah Odedina, who has worked with authors such as J.K. Rowling and Neil Gaiman, and the husband-and-wife graphic novelists and digital storytellers, Colin Goh and Yen Yen Woo of Dim Sum Warriors,.

This year's AFCC will celebrate Singapore as the Country of Focus in conjunction with the 50th anniversary of Singapore Book Council (SBC). The festival will showcase Singapore's literary heritage in children's books, whilst highlighting the new means of content creation and digital platforms for storytelling.

An exhibition to honour pioneer Singapore illustrator, the late Kwan Shan Mei, will showcase some of her award-winning illustrations. Award-winning author Suchen Christine Lim will be giving the annual Children's Literature Lecture. To enable the industry practitioners to stay abreast of digital trends that have changed the way readers consume stories, AFCC will be featuring sessions that look at digital and cross-



platform storytelling, including AR (augmented reality) and VR (virtual reality) technologies.

This year's AFCC will focus on three main programmes tracks, featuring over 70 talks, workshops and masterclasses over three days:

- the Writers and Illustrators Conference, where literary artists can hone their craft and get updated with the latest industry knowledge;
- the Cross Platform Summit, where writers and media producers are exposed to the different platforms across which stories can be told and learn to pitch to various media commissioners; and
- the Teachers and Parents Forum, which equips teachers and parents with teaching tools to nurture early learning, literacy, writing and bilingualism.

Popular sessions like First Look and First Pages, where illustrators and writers may submit their works for critique by industry professionals, as well as Speed Pitching to media commissioners and Speed Pitching to publishers will return this year.

There will also be three days of free activities like the AFCC Book Fair, storytelling sessions, book launches, the Book Illustrators Gallery, as well as an activity zone in the National Library Plaza with games centred on literary arts to engage the public and raise awareness of local children's literature.

Some of the festival's highlights include:

6 Sept 2018 Opening Keynote Session

Keynote speeches by Colin Goh, creator of the critically-acclaimed bilingual iPad app and graphic novel series Dim Sum Warriors, and noted educator Rhoda Myra Garces-Bacsal will kick off AFCC 2018.

7 Sept 2018 Children's Literature Lecture by Suchen Christine Lim



· 8 Sept 2018

Singapore Night and SBC's Birthday Gala

SBC will celebrate the Singapore Country of Focus Night and our 50th birthday with a special gala dinner, as well as a prize giving ceremony for two awards, the Hedwig Anuar Book Award (HABA) and Scholastic Asian Book Award (SABA).

More details about these events and the shortlist for HABA and SABA will be released later. The full festival line-up and schedule will be available end of June. For more information, please visit afcc.com.sg

Event details

Asian Festival of Children's Content 2018

Date: 6 to 8 September Venue: National Library

100 Victoria St, Singapore 188064

Ticketing

AFCC Early Bird promotion runs now till 31 July 2018

15% off regular passes | 20% off group purchase of five passes or more

One Day Pass: \$80Two Day Pass: \$150Three Day Pass: \$220

To purchase, please visit afcc.com.sg. Enter discount code AFCC2018.

For media related enquiries, please contact:

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Marketing & Outreach Director

ANNEX I: About Singapore Book Council

Singapore Book Council (SBC) is a charity founded in 1968. Its vision is to Build Our Imagine-nation by developing creativity, imagination and original thought through writing, reading, illustrating and storytelling. Its mission is to fulfil this vision by developing

the literary art sector through books and literary art events, workshops, and awards. Its

focus is Asian content, content creation, translation, rights, markets and training.

SBC is currently chaired by Ms Claire Chiang, co-founder of Banyan Tree Hotels &

Resorts.

SBC supports the community at all levels, from language programmes and books for

children, to aspiring individuals and professionals like writers, illustrators, storytellers and

relevant industry partners by providing a platform to learn, network and collaborate. It

also organises events to foster professional and community engagement like the annual

Asian Festival of Children's Content and All In! Young Writers Festival, and grants

prestigious awards, like the Singapore Literature Prize, to recognise and encourage

excellence. Finally, SBC offers publishing-related and literary arts-focused courses and

workshops to enhance skills and encourage lifelong learning through its academy.

SBC aims to become a hub for Asian content for the world, encouraging stories to be

created and told across platforms. Through telling our own stories by writing or

illustrations, it promotes understanding, impacts legacy and connects Asia with the

world.

Because it all starts with a story.

For more information, please visit bookcouncil.sg.



ANNEX II: About Asian Festival of Children's Content

The Asian Festival of Children's Content (AFCC) is the leading festival in Asia focusing on children's books and stories. Targeted at writers, illustrators, parents, teachers and children, this one-of-a-kind festival offers a series of exciting conferences, seminars, masterclasses, workshops, evening events and various activities celebrating and promoting the creation and appreciation of quality children's literature, with a focus on Asian themes. For the past 8 years, the AFCC has since grown to become a key literary event in the children's literature scene, attracting over a hundred local and international speakers, as well as thousands of delegates and participants, yearly. To date, AFCC has welcomed 5303 delegates, hosted 221 book launches, given 5 awards with 30 winners.

For more information about the speakers and schedule, please visit www.afcc.com.sg.

AFCC is organised by the Singapore Book Council and supported by the National Library Board.



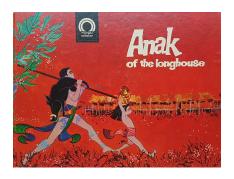
ANNEX III: AFCC 2018 Programme Highlights

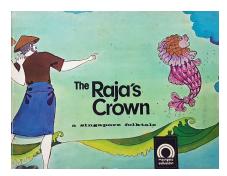
AFCC 2018 returns this September 6 to 8 for the 9th edition. The festival theme is Imagine-Asia with Singapore as its Country of Focus to celebrate local children's literature. Some of the programme highlights (selected) include:

Singapore Pioneer Exhibition

Kwan Shan Mei: Drawing From The Heart 关山美:以心动笔

In conjunction with Singapore as its Country of Focus, AFCC celebrates the life and work of the late children illustration pioneer, Kwan Shan Mei 关山美 (1922 – 2012). In this retrospective exhibition Kwan Shan Mei: Drawing From The Heart 关山美:以心动笔, we will showcase a selection of her books and drawings provided by her family.





(Illustrations by Kwan Shan Mei. Source: Estate of Kwan Shan Mei)

Madam Kwan is the recipient of the Book Council's inaugural Book Award in 1976 for children's books. The citation extols her illustrations for the Moongate Collection of Folktales from The Orient series as having the ability to be "as lively and full of action or soft and dreamlike as the story dictates".





Madam Kwan is also popularly known as the artist of the beloved children series, The Adventures of Mooty the Mouse. Her drawings have graced many a cover and interiors of the school textbooks of the 1970s and 1980s. She taught for many years at Nanyang Academy of Fine Arts before retiring in Vancouver, Canada in 1999.

This exhibition will be accompanied by talks and panel discussions, as well as curator's tours for the public to learn more about the life and times of Kwan Shan Mei.

Track: Writers and Illustrators Conference (WIC)

From Pitch to Book Launch: The Missing Barbegazi – Author and Editor Perspectives By Helle Norup (Singapore/Denmark) and Sarah Odedina (UK)

Helle Norup's debut novel The Missing Barbegazi is a delicate tale weaving in themes of family, compassion and hope. From its speed pitch at AFCC 2016 to a full launch this year, join Helle and her publisher Sarah Odedina as they take you through the book's whirlwind editing process.

From Soups and Potions in Picturebooks to Fluid Picturebooks

By Ilgim Veryeri Alaca (Turkey)

If stories are thirst-quenchers and words are the soul's chicken soup, could we think of picturebooks as things to drink? Ponder about these questions together with Ilgim Veryeri Alaca, as she invites you to the world of her research on books, soups and potions.



How to Write Sizzling First Sentences

By Pamela Rushby (Australia)

From truths universally acknowledged, to all happy families, bright cold days in April, and to the best and worst of times, a powerful opening sentence decides half the battle for a reader's attention. In this workshop with Pamela, get started on your manuscript's sizzling first sentence and leave your readers hungry for more.

Pathways to Publication: From Primer to Pro, and the Methods to our Madness

By Cynthea Liu (US), Don Bosco (Singapore), Kristi Wientge (US)

Selecting a publishing path can be a bewildering experience, even for the most experienced author. Fret not, for Don, Cynthea and Kristi have the insider information you need, from obscure facts to the plain insane, for you to make best publishing choices for your masterpiece!

Living, Writing & Creating, S.I.E.W D.A.I Style!

By Hidayah Amin, Lee Seow Ser, Tan Ai Khim (Singapore)

This panel offers a refreshing kopi siew dai brew, as the team shares meaningful insights and motivations behind their creative, literary and socially fulfilling work in Project To S.I.R (Socially Inclusive Reads) with Love. With two special book series published by Helang Books, explore Socially Inclusive, Educational Writing for Differently Abled Individuals, which stands for a wholesome "S.I.E.W D.A.I" style of living, writing and creating!

Windows into Worlds

By Frané Lessac (Australia)

As authors strive towards diverse and identifiable books for children, how should we balance cultural authenticity with creative interpretation? In this session, Frané argues that this balance is maintained through careful and extensive research, while introducing some of the techniques budding writers can adopt in their own research.

Writing a Page Turner for Tweenies

By Felix Cheong (Singapore)

Aspiring writers of tweenie fiction often find it an uphill task to keep their readers' attention. Award-winning writer Felix Cheong will teach you strategies in building suspense and plot twists, to give your writing that page-turning hook.

Track: Teachers & Parents Forum (TPF)

Embracing Reader's Theatre for Holistic Education

Kiren Kaur d/o Ratan Singh, Dr Donna Lim (Singapore)

A language teaching strategy particularly effective with child learners, Reader's Theatre adds dramatic flair to written texts while doing away with the formal constraints of traditional theatre. Kiren and Donna will walk you through Reader's Theatre, and its usefulness in developing the reading and speaking skills of young learners as well as attaining communicative competence.

Empowering Learners Through Stories: Mirrors and Windows into Culture

By Tonia Whyte Potter-Mäl (Canada)

How can concepts like respect, equality and action be introduced to our children in a way that will resonate? By seeing stories as mirrors into one's cultural experiences and as windows into others', Tonia speaks about empowering learners to become self-aware, resilient and deep thinkers.

Engaging and Supporting Children's Language Development and Creativity with Technology

By Clairine Chan (Hong Kong)

Do digital natives have different life experiences? If so, it may be time to consider different methods of teaching English as a second language (ESL) to this new generation. This experience sharing session introduces some low-cost tools and discusses how ESL teachers may make easy use of them in their lessons.

Expanding the Minds of Students: MISC Approach

By Sumathi D/O Krishna Kumar, Tarsheeni Rajoo (Singapore)

Child and caregiver behavior take centrestage in this session, which introduces the MISC Approach (Mediational Intervention for Sensitising Caregivers) as a strategy for caregivers to positively influence learning environments. Hear from educators from the Dyslexic Association of Singapore, as they also share how they have adapted the MISC Approach into five principles for DAS' specialized learners.

Introducing Cultural Diversity through Literature on Traditional Rituals and Ceremonies

By Yovita Siswati (Indonesia)

Writing on customs and traditions is never an easy task, with new questions of representation and authenticity challenging writers. This presentation takes the first step towards answering these questions, from picking up the right theme to adjusting your stories for young readers.

Rhyming Round Reading! Making Reading Fun for Children

By Kathleen Chia, Linda Gan (Singapore)

This session features the popular alphabet poetry book Rhyming Around Singapore, published in 2014, and illustrates how rhyme, repetition can be useful tools to facilitate reading and memory in young children.

The Storyteller as Artist-Educator: Theory and Praxis

By Rosemarie Somaiah (Singapore)

While a storyteller is an artist honouring the artform, he or she is also an educator managing the classroom and its challenges. In this session, take a look at what two storytelling projects with preschool and secondary students have suggested about the role storytellers play in education.

Unang Aklat: How to Teach Parents to Teach Their Young Ones Early Literacy

By Ruth Martin de Guzman (Philippines)

Most would agree that parents are indispensable in teaching early literacy, but how should they go about giving their young ones a head start? Join Ruth in tackling this question, as she tells us more about Unang Aklat, a grassroots initiative in the Philippines with a similar mission.

Understanding Dyslexia

By Nur Ashikin bte Kamaruddin (Singapore)

Dyslexia comes with new challenges, but it also presents opportunities. In this session, discover more about the everyday experiences of dyslexic learners as Nur Ashikin brings an educator's perspective to the discussion, and shares some strategies from DAS' Main Literacy Programme (MLP) and how it provides intervention for these learners.

Using Music and Movement In Teaching Language and Literacy

By Aileen Hoe (Malaysia)

From parents to educators and curriculum developers, anyone working with preschool children is welcome to attend this workshop. Aileen will be sharing her experiences in incorporating music and movement to enhance early education.



Track: Cross-Platform Summit (CPS)

Cross-Platform Summit Keynote & Meet the Commissioners

By Marc Checkley (New Zealand)

This welcome address by Marc Checkley, chairperman of the AFCC Cross-Platform Summit, discusses the themes for the sessions and workshops at the summit, with key information and data for attendees.

Followed by Meet The Commissioners

In this interactive and insightful forum, we pose the question, "What are you looking for?" as well as other topical questions, to regional and international broadcasters and content platforms.

Pitch-Perfect: The Ultimate Pitch-Ready Workshop!

By Marc Checkley (New Zealand)

Back by popular demand! Do you have an amazing idea or series concept, but with no clue how to bring it together and pitch it to the right people? This pitching masterclass gives you all the necessary tools, skills and feedback to make you a pitch-pro!

Speed Pitching (Media)

Participants have 5 to 10 minutes to pitch their concept to key broadcasters and production houses, be it an idea for television, online, a game or even an interactive app!

Ultimate Pitch Finals

The five best concepts from the Speed Pitching sessions will go head-to-head in this new session. Who will be crowned the Ultimate Pitch Winner? Starring some of the industry's top producers and channel heads, this fun competitive event will be both insightful and entertaining for all content creators.

ANNEX IV: AFCC 2018 Speakers' Bios (Selected)

Aileen Hoe (Malaysia)

Co-founder and Director of English Champ Malaysia, Aileen is a passionate

educator who believes music and movement is a powerful tool in one's learning

journey. She is also a founding member of The Association of Toy Libraries Malaysia

and a committee member of We Care Journey, advocating for play and

inclusiveness in a wholesome education system

Clairine Chan (Hong Kong)

Clairine Chan is a lecturer in English Language Education at the Education

University of Hong Kong where she taught English Phonetics and Phonology and

teaching methods courses since 2006. She also provides consultancy services

related to English Language teaching to primary schools in Hong Kong.

Colin Goh (Singapore)

Colin Goh is one half of the husband-and-wife creative team behind Dim Sum

Warriors, a critically-acclaimed bilingual comic app, which has also been adapted

into a musical premiering in Shanghai. Together, they founded the satirical website

TalkingCock.com and made the movie Singapore Dreaming, which has bagged

numerous awards at film festivals worldwide.

Cynthea Liu (US)

Cynthea Liu is an award-winning children's book author, publisher and consultant.

She is published with Penguin Random, Disney, S&S, and Scholastic, with her work

translated into multiple languages. She is also the publisher of Starts With Us, which

empowers children to change the world in pursuit of their talents and interests.

Don Bosco (Singapore)

Don Bosco writes thrilling fiction for teens and children. His stories are mostly inspired by Asian legends and pop culture. He started the publishing studio Super Cool Books in 2011. His Sherlock Hong adventures was acquired by Marshall Cavendish, and his My Blade Quest series by Armour Publishing.

Donna Lim (Singapore)

Dr Donna Lim and Ms Kiren Kaur are teacher educators with the National Institute of Education, Singapore. They specialise in English Language methodology courses for young learners. Their interests cover reading and writing methodology, children's literature, oral communication methodology and assessment literacy.

Felix Cheong (Singapore)

Felix Cheong has authored 13 books which span from poetry to satirical flash fiction and picture books. He was conferred Young Artist of the Year for Literature in 2000, and has been invited to read at writers' festivals worldwide. Holding a master's in creative writing, Felix is an adjunct lecturer with LASALLE College of the Arts and other overseas universities.

Frané Lessac (Australia)

Frané Lessac is an author/illustrator, creating over forty books for children. She was awarded the Muriel Barwell Award for Distinguished Service to Children's Literature and was the inaugural Regional Advisor for SCBWI Australia West. Frané visits schools, libraries and festivals around the world sharing the process of writing and illustrating books.

Helle Norup (Singapore/Denmark)

Helle grew up in Denmark and in a plethora of imaginary worlds. She lived in five different countries and worked with corporate marketing and communication, before moving to Singapore and becoming a full-time explorer and writer. The Missing Barbegazi (Pushkin Children's Books) is her first novel.

Hidayah Amin (Singapore)

Hidayah Amin had her first short story published when she was 11. It was only when she lost her childhood home that she resumed writing and published Gedung Kuning in 2010. She has since written six non-fiction books and six children's books, including the award-winning The Mango Tree.

Ilgim Veryeri Alaca (Turkey)

Ilgim Veryeri Alaca is an Assistant Professor at Koç University, Istanbul. She contributed to The Routledge Companion to Picturebooks, The Routledge International Handbook of Early Literacy Education and The Routledge Companion to International Children's Literature. Her articles appeared in Leonardo, International Journal of Education through Art and Journal of Illustration.

Kathleen Chia (Singapore)

Kathleen and Linda are passionate about writing for young children, having developed curricula and language arts materials for slower learners and preschool children, along with reading and vocabulary enrichment books. Their next collaboration is Rhyming Round Asia... Festivals and Customs, and is commissioned by the Lee Kuan Yew Bilingual Foundation.

Kiren Kaur d/o Ratan Singh (Singapore)

Dr Donna Lim and Ms Kiren Kaur are teacher educators with the National Institute of Education, Singapore. They specialise in English Language methodology courses for young learners. Their interests cover reading and writing methodology, children's literature, oral communication methodology and assessment literacy.

Kristi Wientge (US)

Originally from Ohio, Kristi grew up writing stories about animals, her favourite being a jet-setting mouse. She studied to become a special needs teacher and then spent several years exploring the world as a teacher. Karma Khullar's Mustache is her debut novel and Honey Bees and Frenemies will be released summer 2019, both with Simon & Schuster.

Lee Seow Ser (Singapore)

When not lawyering or mothering, Seow Ser writes, edits and leads Project to S.I.R (Socially Inclusive Reads) with Love. She is the author of four children's picture books including Si Ma Guang and the Giant Jar (IBBY Outstanding Book for Young People with Disabilities 2017) and The Rain Tree.

Linda Gan (Singapore)

Kathleen and Linda are passionate about writing for young children, having developed curricula and language arts materials for slower learners and preschool children, along with reading and vocabulary enrichment books. Their next collaboration is Rhyming Round Asia... Festivals and Customs, and is commissioned by the Lee Kuan Yew Bilingual Foundation.

Marc Checkley (New Zealand)

Marc has over 15 years of experience in broadcasting, content production, development and consultancy across the Asia-Pacific, and is a regular speaker and workshop facilitator at creative business events. He is Chairman of AFCC's Cross-Platform Summit and was a key advisor to Singapore's Workforce Development Agency. He launched IO Creative, a production, development and consultancy agency in 2016.

Myra Garces-Bascal (Singapore)

Rhoda Myra Garces-Bacsal is an Assistant Professor at the National Institute of Education, Nanyang Technological University in Singapore. She is the Co-Coordinator of the Diploma in Special Education and the Professional Development Leader of the Early Childhood and Special Needs Education Academic Group. She manages the vibrant website gatheringbooks.org.

Nur Ashikin bte Kamaruddin (Singapore)

Nur Ashikin is a Senior Educational Therapist with four years of experience helping students with dyslexia. She has a Post-Graduate Certificate in Specific Learning Differences from the University of New South Wales. Currently, she is an Awareness Speaker and a member of the English Exam Skills Programme in the Dyslexia Association of Singapore (DAS).

Pamela Rushby (Australia)

Pamela Rushby has written over 200 books for children and young adults. She has won many awards – including a bag of gold coins at a festival in Iran. Pam is a registered teacher and speaks regularly at schools, festivals and conferences. She loves delving into history to find her stories.

Rosemarie Somaiah (Singapore)

Rosemarie Somaiah runs Asian Storytelling Network. One of Singapore's best-known storytellers, Rosemarie works with all ages. She creates original content in text and performance for educational, community and corporate organisations. Her books include The Never Mind Girl and Other Stories, Gateway to Singapore Culture and Indian Children's Favourite Stories.

Ruth Martin de Guzman (Philippines)

Ruth Martin-De Guzman is an educator, author and a mother. She is a pioneer teacher at The Raya School of Adarna House, the oldest children's literature publisher in the Philippines. She is currently the Executive Director of Adarna Group Foundation Inc, a philanthropic organisation advocating for early and universal

literacy in grassroots communities.

Sarah Odedina (UK)

Sarah Odedina has worked in the area of children's publishing for over two decades and with authors ranging from JK Rowling and Neil Gaiman, to debut authors whose stars are just rising. Sarah is Editor-at-Large for Pushkin's Children's

Books as well as Editor of Scoop Magazine.

Satoshi Kitamura (Japan)

Satoshi Kitamura is a Japanese children's picture book author and illustrator. In 1983 he received the Mother Goose Award for the Most Exciting Newcomer to British Illustration for Angry Arthur (written by Hiawyn Oram). He has written and illustrated over 50 children's books and continues to explore the medium.

Suchen Christine Lim (Singapore)

Suchen Christine Lim is the first winner of the Singapore Literature Prize (Fiction) in 1992, for her novel Fistful of Colours. Lim, who written novels, is also the author of short stories, children's stories, students' textbooks and a play. In addition, she has held writing residencies and conducted writing workshops in various countries overseas.

Sumathi D/O Krishna Kumar (Singapore)

Sumathi D/O Krishna Kumar is a Senior Educational Therapist and an Educational Advisor at DAS. As an Educational Advisor, she contributes to the area of Staff Professional Development. She has a Post-Graduate Certificate in Specific Learning Differences from the London Metropolitan University and has been active in the area of specialised educational services.

Tan Ai Khim (Singapore)

Ai Khim nurtures creativity amongst students in NAFA and SIMGE (RMIT) and is best known for designing the winning entry 'OrchidStar' logo for the Singapore National Day Parade 2012. She loves to produce random craft works to keep her creative juice flowing and mind-wander in museums for inspiration.

Tarsheeni Rajoo (Singapore)

Tarsheeni Tania Rajoo is an Educational Therapist and an Educational Advisor (EA) with the Staff Professional Development (SPD) division at DAS. Tarsheeni has a Bachelor of Business (Marketing) from the Royal Melbourne Institute of Technology, a Diploma in Business Management from Nanyang Polytechnic, a Specialist Diploma in Specific Learning Differences (SpLD) from the DAS Academy.

Tonia Whyte Potter-Mäl (Canada)

Tonia Whyte Potter-Mäl's passion for beautiful and inspiring picture books has remained strong since childhood. Her parents, and greatest mentors, cherished reading stories as a family. A speaker of multiple languages, an educator at International Baccalaureate schools and also an IBPYP Workshop Leader, she is particularly interested in global literacies, as well as supporting culturally responsive practices within learning communities.

Woo Yen Yen (Singapore)

Woo Yen Yen is one half of the husband-and-wife creative team behind Dim Sum Warriors, a critically-acclaimed bilingual comic app, which has also been adapted into a musical premiering in Shanghai. Together, they founded the satirical website TalkingCock.com and made the movie Singapore Dreaming, which has bagged numerous awards at film festivals worldwide.

Yovita Siswati (Indonesia)

Yovita is a mother of two who became an author by accident. She very much enjoys writing stories for children including novels, especially ones with historical backgrounds. She has written more than 40 children's books. One of Yovita's books, Misteri Kota Tua, has been placed on the IBBY Honor List in 2016.