

PRESS RELEASE

Marshall Cavendish launches first national writing contest in search of Singapore “Chick Lit” writers

*-- In conjunction with Marshall Cavendish’s first “Asian Chic ” collection --
-- Cultivate a truly Asian chick-lit genre: written by Asian women
for Asian women --*

Singapore, 15 November 2008 – International publisher, Marshall Cavendish today announced the launch of the first-ever national writing competition in search of Singapore’s first “chick lit” writers. Commencing from November 2008 and ending in January 2009, the *“Asian Chic Writing Competition”*, is open to all female Singaporeans and Permanent Residents and participants stand a chance to win a publishing contract.

Chick lit is a fiction genre that is written for women by women. With worldwide success of books such as *Bridget Jones Diary*, *The Devil Wears Prada* and *Sex And the City*, it is a genre that has been gathering momentum and fast becoming a pop culture phenomenon of our time. Its popularity is largely due to its witty and humorous writing and engaging plots and characters that many of its female readers, mainly within the 20-30 something age group, can identify with. The story line usually evolves around female protagonists who are often single, twenty-to-thirty-somethings, navigating the urban jungle, while faced with a myriad of love, career and family issues.

Held in conjunction with the launch of its first *“Asian Chic”* collection by three Filipina writers (two of whom are Singapore-based), Marshall Cavendish is hoping to find the first Singaporean *“Asian Chic”* author from the competition to add to its collection.

Said Chris Newson, General Manager of Marshall Cavendish, “We believe it is time for the Asian woman to have her own voice in the genre. With the rich heritage of the Asian cultures, the blending of East-meets-West as Asia sits at

the crossroads of the world, and the evolving influence on Asian women's psyche and roles, Asia is a rich source for a truly Asian chick lit genre – written by Asian women for Asian women. With the launch of our '*Asian Chic*' collection and this writing competition, we hope to find the first Singaporean chick lit writer or writers to add to our expanding collection. This competition is an excellent platform to start with."

In support of the competition, the National Arts Council (NAC) sees it as yet another platform where Singaporean writers can showcase their literary prowess and creativity. Said NAC Deputy Chief Executive Officer and Director for Literary Arts, Khor Kok Wah, "NAC is pleased to work with valued partner Marshall Cavendish on the Asian Chic Writing Competition. It stimulates the creation of new works and provides expression of our Singaporean experiences. We look forward to co-publishing at least three of the winning works with Marshall Cavendish under the NAC 50fifty Co-publishing Initiative."

The National Arts Council and Marshall Cavendish are jointly funding the production and marketing of the winning works through NAC's 50fifty Co-publishing Initiative.

Details of the "*Asian Chic Writing Competition*"

All female Singaporeans or Permanent Residents are eligible to enter the "*Asian Chic Writing Competition*". The contest opens on 15 November 2008 and closes on 31 January 2009. Participants are required to complete an entry form and submit their manuscript including the title, opening chapter and synopsis of the storyline. Entry forms are available from www.mc-asianchic.com.

All submitted works must be unpublished manuscripts.

A maximum of three winning entries will be selected by a panel of judges comprising Maya Calica, author of "*Undercover Tai Tai*", one of the first three books in the "*Asian Chic*" collection, Violet Phoon, Managing Editor of MClA

and Lionel Chok of Eyecon Productions Pte Ltd. Winners will stand to win a publishing contract with Marshall Cavendish.

Results of the winners will be announced on 28 February 2009.

“Asian Chic Writing Competition”

Start of competition: 15 November 2008

End of competition: 31 January 2009

Results announcement: 28 February 2009

For more details log on to www.mc-asianchic.com

-- END --

About Marshall Cavendish

Marshall Cavendish is an international publisher of books, directories, magazines and digital platform. With an extensive global network, Marshall Cavendish publishes in 13 different languages, encompassing a wide variety of interests ranging from home and library references, education and business information.

A publisher of choice and winner of numerous awards and accolades, Marshall Cavendish remains committed to its customers - bringing innovative, authoritative and attractive value-added products created by its rich pool of international talent.

For more information please visit: www.marshallcavendish.com

Marshall Cavendish is a member of Times Publishing Limited.

About the National Arts Council's 50fifty Co-publishing Initiative

The National Arts Council (NAC) was established in September 1991 to spearhead the development of the arts in Singapore. As part of its many initiatives to nurture artistic talent, build up capabilities and resources, as well as facilitate internationalisation, NAC launched the 50fifty Co-publishing Initiative in 2007. Works that are well-written, distinctive and with a potential to generate domestic and international interest are published in partnership with independent industry players to develop a greater pool of Singapore literature and invest in the development of Singapore's literary publishing industry. NAC aims to collaborate with publishers on about 5 titles each year.

Released on behalf of Marshall Cavendish International by Huntington Communications.

For media queries, please contact:

Edna Kheng at Tel: 6339 2883

or e-mail: edna.kheng@huntington.com.sg