

Good source to start them young

NATION

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All smiles: Tee (left, in glasses) handing the mock cheque to Wong (in red) while pupils of SJK (C) Aik Thee join in the ceremony at the school in Kuala Selangor.

KUALA SELANGOR: Children should start language learning as early as possible. Datuk Alvin Tee, senior partner of UHY Advisory (KL) Sdn Bhd, strongly believes in this view.

He said that in the age of multimedia, information was at everyone's finger tips and most of the information shared was in English.

"We cannot afford to wait until children grow up and learn English when they go to college.

"They should start learning English in Years Four or Five. Reading the newspaper is one way to help improve their English.

"Writing and speaking a language is important. People who start learning the language late may be able to write well, but their confidence level is affected when they speak," he said.

With this in mind, the company sponsored RM50,000 worth of *Step Up* pullouts, which will go out to 25 schools in the non-urban areas of Selangor.

The *Step Up* pullout consists of 17 issues per year. The 24-page bilingual supplement is an initiative by *The Star* that aims to enhance English literacy among primary school pupils.

The pullout, which comes together with a copy of the newspaper, is published on alternate Tuesdays for national schools. Bahasa Malaysia text translations are included in this pullout.

The vernacular version with Chinese text translations is published on alternate Thursdays.

A ceremony was held at Tee's alma mater SJK (C) Aik Thee, Kuala Selangor, where Star Media Group Berhad group managing director and CEO Datuk Seri Wong Chun Wai was on hand to receive the mock cheque.

Tee said he chose to hold the presentation ceremony at the school in the hope that the event would create awareness among pupils.

"This sponsorship is not only to provide pupils with materials for learning but also to instil the importance of English in their minds."

School headmistress Chan Sau Hwa said: "With this sponsorship, pupils will have the chance to read the English newspaper every week.

"They will also be able to use the *Step Up* pullouts as homework as teachers will go through the exercises with them."

UHY Advisory (KL) is a network of independent accounting and consulting firms.

The company selected 10 excellent performers from the firm to join in the event at the school as the company encourages employees to take part in corporate social responsibility programmes.

For enquiries on *The Star's* educational packages and sponsorship programmes, contact *The Star's* Customer Care Unit at 1-300-88-7827, during office hours (9am-5pm). All packages are available through school subscription only.