

September 13, 2022

Hello teachers!

Do you have a passion for languages? Can you help to promote language learning to others?

The [Faculty of Arts Language Centre at the University of Manitoba](#) would like to invite your students to participate in a contest for grade 9-12 Manitoba high school students entitled “**LET’S PROMOTE LANGUAGE LEARNING.**” This year, we are asking high school students to create an advertising campaign to encourage others to learn a new language. Their submissions should highlight the benefits of multilingualism and should answer the question: What are the top reasons to take a language course?

Students may enter the contest as individuals OR as an entire class. So, please either encourage your students to enter the contest on their own OR bring your class together for a group project to enhance their language learning.

Students can submit a video (up to 60 seconds maximum for an individual, up to 5 minutes maximum for a class), a poster, a PowerPoint or multimedia presentation, a podcast or any other project of creative expression. Submissions are to be in English. Contest rules, entry details and entry forms can be found on our [website](#).

The top 3 **individual** entrants will receive prize packages of a selection of UM branded merchandise (e.g. sweatshirts, drink bottles, backpacks, etc.) valued at \$350, \$250 and \$100. The top 1 **class** entrant will receive a pizza party for the class along with a selection of UM merchandise for all class members.

The deadline for contest entries is **Thursday, December 15, 2022**, just before winter break, to give the students plenty of time to work on their submissions. The winners will be announced **January 13, 2023**. Our judging panel will consist of a variety of language teachers and tutors, including University students.

We hope that this contest offers students an opportunity to participate in a creative project that also helps to promote and encourage the life-long benefits of multilingualism. To help get them started, you may choose to provide prompts to students such as communication, culture, heritage, travel, employment and brain health.

Please note that the application package includes a release for parents and students to sign if they are submitting an individual entry, to allow the University of Manitoba to publicly announce the winners and use their submissions for promotional purposes. If you are submitting as a class project, you as the teacher will complete the class application form and individual student and parent releases are NOT required.

The Faculty of Arts offers courses in over 20 languages. It is the Language Centre’s mission to promote and support language learning at UM and in our community through our language laboratories, a resource centre, teaching supports, promotion of travel study opportunities and cultural events.



Thank you very much for your time and consideration. We look forward to working with you on this event. Last year, we received fantastic entries from high school students and we are really looking forward to seeing what the students will come up with this year. Please do not hesitate to contact us if you have any questions.

The Language Centre,

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<https://umanitoba.ca/arts/language-centre>

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