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South Asian Spelling Bee to begin in June



From left, Rahul Walia, CEO of Touchdown Media Inc. and founder of the Bee; Joseph W. Jordan, Senior Vice President, National Sales Organization, MetLife; and Neeraj Arora, Senior Vice President, Sony Entertainment Television Asia.

BY A STAFF WRITER

— NEW YORK

Young South Asians will soon have one more arena to show off their spelling skills.

Advertising firm Touchdown Media Inc. will host the 2009 South Asian Spelling Bee, with contests starting June 20.

Sponsored by MetLife, the event is open to children of South Asian descent up to 14 years old.

Contests will be conducted in eight regional centers in New York, New Jersey, Chicago, Dallas, Houston, San Francisco Bay Area, Los Angeles and the Washington, D.C., metro area. All events are free and open to the public. Participants can register online at www.soutasianspellingbee.com.

Each competition will begin with a written test of 25 words. The participants must

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spell 15 or more words correctly to advance to the afternoon oral round, which will be conducted by experienced pronouncers and judges. The top three in the oral round will receive prize money.

The top two spellers of each regional competition will advance to the finals to be held in New Jersey in August. MetLife will present a \$5,000 scholarship to the champion at the final event. Sony Entertainment Television Asia has the broadcast rights and will televise the event.

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