

Plans for 2009 South Asian spelling bee contest announced

by Sudhir Vyas on 2009-05-09



New York: Touchdown media, a well known South Asian advertising firm announced plans for the 2009 South Asian Spelling Bee competition to be held throughout the United States. MetLife will be the title sponsor for the contest.

Addressing a news conference here, Mr. Rahul Walia of Touchdown Media along with Joseph W. Jordan, senior vice president, of MetLife. And Mr. Neeraj Aurora Senior vice president of Sony Entertainment television Asia said the event is open to children up to the age of 14 years and of South Asian descent can participate in the contest. “This will give them a chance to test their spelling skills in their peer group”, Rahul said adding that “ interested participants need their parents or guardians to register them online at

www.southasianspellingbee.com”.

While the preliminary rounds will be held at eight centers across USA. The first one will be at New Jersey on June 20 followed by D.C. metro the next day, Dallas on June 27, Houston on June 28, Chicago on July 11, New York on July 12, Los Angeles on July 18 and Bay Area on July 19. The entire contest will be broadcast on Sony entertainment television.

All events will be free and open to the public.

According to Rahul, “each competition will begin with a written test of 25 words. The participants would need to 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 of \$ 500, \$ 300 and \$ 200 respectively.”

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 \$ 5000 scholarship to the champions at the final event.

Mr. Jordan, senior vice president of MetLife said “MetLife’s long history in serving the South Asian community has helped us to understand what matters most to the families. We know the significance of education as well as the need for a plan to cover the rising cost of tuition. We are proud to sponsor the South Asian spelling Bee and to help families achieve their dreams of attaining the best education for their children”.

Sony entertainment television has the broadcast right and will be showing the contest worldwide, except India and Pakistan on their channel. Mr. Aurora, senior vice president of SET said “we pride in airing innovative programming and our involvement in events is no exception. The spelling bee is a fantastic platform for youth of all ages to showcase their language skills, dedication and self-motivation.

Plans are afoot to hold such spelling contests in Canada, UK and in the long run in India also.