

PRESS RELEASE

DATE: 22ND JULY 2008

FOR IMMEDIATE RELEASE

CLASSROOM COMES ALIVE AT MERCU™ PRE SCHOOL

“Maximising Your Child’s Potential”, “Come, Let’s Play”, “Power of Words” – these are a few of the parental workshops that were organised by MERCU™ Learning Point as a partner in the Parent Educator in Pre School Programme (PEPS) under Ministry of Community Development Youth and Sports (MCYS) since March 2008.

MERCU™ is also undergoing quite a makeover as it is now introducing a more creative, fun and interesting programme for the 500 children who attends its pre school and childcare centres. Where worksheets and homework once held sway, the new buzzwords in early childhood is “**learning through play**”.

As a partner in PEPS, MERCU™ aims to provide parents with strategies to enhance their parenting effectiveness and achieve a greater understanding of their child’s learning. Thus, parents can look forward to more enriching programmes at MERCU™. What could be more fun than having some parent-child time like a field trip to the fire station, cooking up a storm at a cookery workshop or even treasure-hunting at Jurong Bird Park?

Classroom comes alive in MERCU™ Early Childhood Centres since Project Work was incorporated into the curriculum in June 2007. It enhances brain development and reinforces intellectual dispositions by challenging children towards higher cognitive thinking such as critical and logical thinking, problem solving and creativity. This is in line with the broad curriculum set out by Ministry of Education, which encourages pre school centres to strive towards providing holistic development and learning.

In Pasir Ris Pre School, the Kindergarten 2 children had a discussion on setting up a “Toy Store”. A brainstorming session was held and the children contributed ideas on what to name the toy store, items to be sold and equipments needed in the store. Every child was given a role like doing the price tags and signage, and even making the cashier machine and plastic bags out of recycled materials. Everyone was involved in discussions, including the shy and quiet ones. Activities were child-centered and the children made all decisions, with the form teacher playing the facilitating role. The children were proud of their toy store and on Grand Opening Day, children from other levels were invited to visit and make purchases from the store.

Mdm Norliza, Senior Manager - Early Childhood unit, explained, “*Project Work differs from the structured thematic approach. A project commenced with identification of a topic, which can even be decided by the children. Questions are centered on this topic and used to drive the project implementation. Project activities will include field trip, investigations through books, Internet research and discussions among the children. Children are encouraged to use a variety of media to represent their learning. Project work ends with a project culmination event and exhibition where parents will be invited to view the children’s work on showcase. Project Work or Learning Through Play gears towards developing curious and inquisitive minds, which will take our preschoolers on the journey from developing lower concrete thinking skills, to the higher order of critical thinking skills. The result? A child who is capable, creative and curious and is given free rein to explore and do things for themselves.*”

Having seen the results of Project Work and how much it conjures up fun in the classrooms, Project Work will be here to stay as MERCUTM aims to continuously improve the standard of its early childhood programme and quality of teachers.

To find out more about MERCUTM Pre School curriculum, come to our ‘**Fun & Creative Day**’ **Open House on Saturday, 26 July 2008, 10am to 2pm at 102 Pasir Ris Road**. Enjoy activities like a Colouring Contest, ‘Make Your Story Come Alive’, ‘Create a Magic Bottle’ and ‘Creative with Clay’.

About MERCUTM Learning Point

MERCUTM Learning Point is an education and training provider that offers a comprehensive range of programmes and services to the general public, corporate, grassroots organisations and other Voluntary Welfare Organisations (VWOs). Set up in 1999, MERCUTM has an extensive network of early childhood educational centres, student care centres, learning centres and a private school.

MERCUTM comprises of a pre school centre and two childcare centres, three student care centres, three learning centres that offer academic and enrichment for students and a Private School offering private GCE ‘O’ and ‘N’ Level programmes. Come end September, MERCUTM will be adding a new centre to its list at Buangkok Crescent, which will offer infant care, child care and student care services.

We kindly request the media’s support and assistance to inform members of the public of these programmes so that they may take advantage of its benefits. Should you require more information, please contact Ms Sumarni at 6346 8301 or e-mail: sumarni@merculearning.com

END

Issued by: Sumarni Suaidi (Senior Executive, Marketing Communications)
Contact No.: 6346 8301
E-mail: sumarni@merculearning.com
Date: 22nd July 2008