

#Word + MINI present #MINIfiction

What is it?

We Malaysians are natural born storytellers. Spinners of yarn. Raconteurs. Fabulists. It's how we pass on our history. It's how we escape the the day-to-day. It's where we find relief. Like lingering in a hot bath after a long cold day. Like burrowing deep into the newspapers on a Sunday afternoon. Like driving aimlessly and alone in the middle of the night.

#MINIfiction is a creative collaboration between #Word: The Cooler Lumpur Festival and MINI which aims to connect with Malaysians on twitter and engage them in what they do best: tell stories.

What do I do?

The idea is dead simple. Just tell us the best story that you can in as concise a way possible. Be creative. Be clever. Be comical. Be whatever you want. Just make sure it's in 140 characters or less and include the hashtag #MINIfiction.

When can I take part?

The competition will run between the 3rd of June and the 19th of June 2013. With one winner selected at the end of every week.

What can I win?

The best piece of #MINIfiction every week will win a brand spanking new Amazon Kindle.

Who selects the winners?

The winner will be selected by our panel of judges which include Amir Muhammad, Sharon Bakar, Zara Kahan, and Umapagan Ampikaipakan.

What are the rules?

There is only one rule and it is that your piece of #MINIfiction is bound by the rules of Twitter. 140 characters or less (not forgetting the hashtag #MINIfiction).

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What happens after I win?

All of your stories will be displayed for the world to see between the 21st and the 23rd of June 2013 during #Word: The Cooler Lumpur Festival. Our literary elves will employ their vast engineering skills in converting a MINI into a one of a kind literary theatre. All you'll need to do is climb in, sit back, and picture a campfire.

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Hardesh Singh
Executive Producer
Leong Yin Peng
Literary Director
Umapagan Ampikaipakan

Co-curator/
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#WORD

THE COOLER LUMPUR
FESTIVAL
21ST - 23RD JUNE 2013



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