

## How to survive the Chinese language jungle during the Olympics



(Hamburg, July 10, 2008) bab.la, the wiki-style language portal, has launched a dedicated free language page for the 2008 Olympics in China. The page helps to navigate the Chinese language and culture jungle by offering thousands of sports translations, many quizzes on the Chinese language and culture as well as a help guide with the most important Chinese-English sentences.

China expects about one million additional foreign tourists for the Olympics this year. "The Chinese language and Chinese culture are very different from other languages. Our Olympics page is designed to help people learn about China and communicate with each other while enjoying the Games" says Rainbow Ng, Chinese project manager at bab.la.

bab.la has added thousands of sports translations to its collaborative English-Chinese dictionary as well as many special Olympics language quizzes. In line with the wiki-style approach users have also entered many new sports translations, rated and commented on the quizzes. In addition, the printable help booklet offers many expressions and sentences, from booking a hotel, ordering food at the restaurant or getting to the stadium.

The Olympics page can be found at <http://bab.la/olympics.php>.

### **About bab.la:**

bab.la (<http://bab.la/>) is an interactive language portal offering online dictionaries and language-learning quizzes. Currently it provides translations and quizzes in eight different languages (English, Chinese, German, Spanish, French, Portuguese, Russian and Turkish). Users have contributed thousands of words and quizzes to the wiki-style language website. bab.la was founded in 2007 by Andreas Schroeter, Thomas Schroeter and Patrick Uecker.

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