



FOR IMMEDIATE RELEASE

OCBC CYCLE SINGAPORE 2011 IS READY FOR FLAG OFF
MORE THAN 80 PROFESSIONAL RIDERS ARE IN TOWN READY TO TEAR
UP THE TRACK ON SATURDAY NIGHT

4 March, 2011, Singapore – OCBC Cycle Singapore 2011 is set to hit the streets of Singapore tomorrow and Sunday as more than 10,000 participants gear up for an action-packed weekend on two wheels.

The launch press conference took place today at the official hotel, the Conrad Centennial Hotel with Managing Director of Spectrum Worldwide, Chris Robb, joined by top international cyclists Ben Kersten, Alessandro Bertolini, Anuar Manan and member of OCBC Singapore Cycling team, Adi Putera. Alan Rushton, Technical Director for Spectrum Worldwide completed the panel.

“It is fantastic to have a panel of such high calibre riders with us today and I would like to welcome them to Singapore and OCBC Cycle Singapore 2011,” said Robb.

“They are set for a thrilling Professional Criterium on Saturday night when they line up amongst the best field of international cyclists this event has ever hosted. I have no doubt that all spectators on hand will witness some thrilling action when over 80 of the world’s best riders take to the track and form the headline act

around the F1 Pit Building. Aside from the professional riders, we also hope our huge number of participants have a great weekend as they ride in the various categories.”

Reigning champion Ben Kersten, from Team Fly V Australia, is out to defend his Professional Criterium title against a line-up that includes a mix of World Champions, World Record Holders and Commonwealth Games Gold Medallists. Kersten said, “I’m thrilled to be back here again at OCBC Cycle Singapore and to be defending my title makes it even more special. There is an incredibly strong field of cyclists here this weekend and it will be a great spectacle under the lights for everyone to enjoy.”

Now in its third year, OCBC Cycle Singapore has expanded to a three-day event that kicks off tonight with the Rock & Ride Music Festival, presented by OCBC Cards. Staged at the F1 Pit Building, the free Festival features an outstanding line-up of local acts and will run from 18:00-23:00 on 4 and 5 March.

The weekend of cycling offers rides for all ages and abilities and officially gets underway at 15.30 on Saturday afternoon as the Women’s, Master’s and Open Criteriums get the action started. The focus then turns to the younger riders as The Tricycle Ride (100m) and various Mighty Savers™ Kids Rides (5km) hit the streets. As Saturday evening approaches, some of the world’s top cyclists will be preparing for the Professional Criterium which is scheduled for a 20:30 flag-off.

The action then begins bright and early on Sunday morning, with The Super Challenge (60km) scheduled to start at 06.00 followed by The Nissan Challenge (40km) and The Community Ride (20km). All three of these rides feature sections of the ECP as part of their route.

The final ride of the event weekend is the iFly Singapore Cycle of Hope, a 4km ride around the CBD organised especially for cancer survivors and their families which aims to raise cancer awareness.

The Singapore Sports Council has been the event partner for the OCBC Cycle Singapore since its inception and is pleased with its growth and popularity amongst cycling enthusiasts here. David Voth, Senior Director of Sports Marketing Group said, "It is very encouraging to see the OCBC Cycle Singapore grow from strength to strength to become the premier mass participation cycling event in Singapore and in the region in just three short years. The great participation numbers and the crowd of enthusiastic supporters is a validation of all the work the Singapore Sports Council has put in to cultivate a Sporting Singapore. We hope to continue to work with corporate partners OCBC Bank to take the event to even greater heights."

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EVENT PROGRAMME

Saturday 5 March		
3.30pm	Women's and Masters' Criterium	Start/End point – F1 Pit Building
4.30pm	Open Criterium	Start/End point – F1 Pit Building
5.45pm	Tricycle Ride	Start/End point – F1 Pit Building
6.00pm	The Mighty Savers™ Kids Ride – 5km (6-7 years old)	Start/End point – F1 Pit Building
6.30pm	The Mighty Savers™ Kids Ride – 5km (8-9 years old)	Start/End point – F1 Pit Building
7.00pm	The Mighty Savers™ Kids Ride – 5km (10-12 years old)	Start/End point – F1 Pit Building
8.30pm	Professional Criterium	Start/End point – F1 Pit Building
Sunday 6 March		
6.00am	The Super Challenge (60km)	Start/End point – F1 Pit Building

7.15am	The Nissan Challenge (40km)	Start/End point – F1 Pit Building
9.00am	The Community Ride (20km)	Start/End point – F1 Pit Building
9.45am	iFly Singapore Cycle of Hope (4km)	Start/End point – F1 Pit Building

For more event information log onto www.ocbc.cyclesingapore.com.sg

About Spectrum Worldwide

Spectrum Worldwide is a leading event management and experiential marketing company operating in the Asia Pacific. For more than 16 years, Spectrum Worldwide has created and managed tailored experiences that not only bring to life its clients' brand positioning but also create opportunities to showcase values in a memorable and compelling way. Through long-standing partnerships with blue chip companies throughout the region, Spectrum Worldwide consistently delivers iconic events in Asia including the annual OCBC Cycle Singapore, JPMorgan Corporate Challenge, and City Chase (Hong Kong and Singapore). In 2010, Spectrum Worldwide delivered all operational aspects of the Standard Chartered Marathon Singapore, an event that involved 60,000 participants. For more information, go to: www.spectrumworldwide.com.sg

About OCBC Bank

OCBC Bank is the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating from Moody's.

OCBC Bank and its subsidiaries offer a broad array of specialist financial services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has a network of over 500 branches and representative offices in 15 countries and territories, including more than 400 branches and offices in Indonesia that are operated by its subsidiary, Bank OCBC NISP.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia by assets. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia. Private banking services are provided by subsidiary Bank of Singapore, which has been ranked among the top five global private banks in Asia.

For more information, please visit www.ocbc.com

About Singapore Sports Council

Formed in 1973, the Singapore Sports Council (SSC) is tasked with developing a holistic sports culture for the nation. The SSC creates opportunities for people to excel in sports; opportunities for people to be engaged in sports as, coaches, officials, volunteers or fans; and opportunities for people to do business in sports as sponsors and investors. The SSC has changed the way Singaporeans view and participate in sports. Through sports, we now have an enhanced national identity thanks to our sports participation programmes; greater national pride as a result of high performance results at international and regional games; and more diversified economic stability through our vibrant sports industry initiatives.

To find out more, visit our websites www.ssc.gov.sg and SingaporeSports.sg

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For a range of photographs, search for “Singapore Sports Council” on www.flickr.com

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