



OCBC CYCLE SINGAPORE 2014

RETURNS FOR THE SIXTH TIME TO UNITE CYCLISTS!

5 December 2013, SINGAPORE – OCBC Cycle Singapore returns for a sixth edition in 2014 as the nation’s premier mass participation cycling event on closed public roads. The 2014 edition takes place from 28-30 March 2014 at the F1 Pit Building. Expected to attract a capacity crowd of 12,000 cyclists, OCBC Cycle Singapore 2014 celebrates the nation’s burgeoning culture of cycling with its “Cyclists Unite!” tagline, event owner and organiser Spectrum Worldwide and title sponsor OCBC Bank announced today.

The opening evening of action on Friday, 28 March, will get underway with the various **Criterion** categories (**Women’s Open, Masters’ and Men’s Open**) catering to the more serious cyclists looking to test themselves in a short course format.

The top amateur cyclists will then make way for a special ride catered to OCBC Cycle Singapore’s three official charities: Singapore Children’s Society, SingHealth Transplant TRUEfund and SportCares, the philanthropic arm of the Singapore Sports Council.

The Parade of Hope will feature up to 100 cyclists from each of the three charities, with the cyclists lining up for a 20-minute ride around the F1 Pit Building to generate funds and added awareness for their respective causes.

The **Parade of Hope** will be staged as the crowds gather for the night’s main event, which will showcase more than 60 of the world’s elite cyclists racing in the

Professional Criterium. The thrilling night race will once again feature ORICA-GreenEDGE, the professional Australian cycling team which will be looking for a third consecutive win, after Robbie McEwen and Simon Clarke were victorious in 2012 and 2013, respectively.

Singapore's only professional cycling squad, the OCBC Singapore Pro Cycling Team, will once again fly the Republic's flag proudly, after capturing the Cycle Asia King of the Sprints and Best Asian Rider titles at OCBC Cycle Singapore 2013.

Saturday will host **The Tricycle Ride (100m or 150m)**, **The Mighty Savers™ Kids Ride (5km)** and **The Junior Challenge (30 minutes)**, as well as **The Ultimate Foldies Challenge** which unearths Singapore's fastest and best-dressed Foldies.

The action then starts early on Sunday morning with the hugely popular mass participation rides, with more than 10,000 cyclists expected to line up in **The Super Challenge (59km)**, **The Challenge (39km)**, **The Community Ride (24km)** and **The Foldies Community Ride (24km)**, which take them from the F1 Pit Building across Singapore and past some of that island's most iconic landmarks.

The Charity Challenge (39km) will also be staged within The Challenge. To ride for a cause, participants must make a minimum donation of SGD 3,000 (team of four) or SGD 750 (individual) to their choice of the event's three official charitable organisations, on top of the registration fees. Besides getting to start in a special start pen, cyclists in The Charity Challenge can also enjoy other additional benefits such as special on-site hospitality before and after their ride.

"Since OCBC Cycle Singapore's inaugural event back in 2009, we've seen the sport grow exponentially. While more and more people are now actively enjoying cycling, this event provides them with the opportunity to ride safely on closed roads which are not typically accessible," said Chris Robb, Managing Director, Spectrum Worldwide. "Now heading into its sixth year, OCBC Cycle Singapore has established a reputation as a premier event, and we are confident that both participants and spectators will enjoy an outstanding event experience over the entire three days."

Mr Samuel Tsien, Chief Executive Officer of OCBC Bank, said, "When OCBC Cycle Singapore was launched in 2009, we wanted to build an inclusive sporting event that all in Singapore could identify with. I can proudly say that the event has more than

fulfilled that dream, with 45,000 participants over the past five years, and cycling is now deeply associated with OCBC. Let me make one promise regarding the sixth edition of OCBC Cycle Singapore: From toddlers to seniors, from casual riders to professional cyclists – there will be something for everyone. A fun and healthy day awaits you.”

Aside from all the action on the bike, OCBC Cycle Singapore welcomes all cycling enthusiasts to visit the Sports & Lifestyle Expo, which will cover an entire floor of the F1 Pit Building and feature more than 100 booths offering exclusive deals on cycling-related products.

Once again, OCBC Cycle Singapore is endorsed and supported by the Singapore Sports Council (SSC) and the Singapore Cycling Federation (SCF).

Registration for OCBC Cycle Singapore 2014 opens today with special launch rates running until midnight, 18 December 2013.


For full event details, go to www.ocbc.cyclesingapore.com.sg.

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Official hashtag: #OCBCCycleSG

Keywords: OCBC, OCBC Cycle Singapore, Cycling

 **Suggested tweet:** #OCBCCycleSG to be held on 28 – 30 Mar 2014 at F1 Pit Building. Registration now open at <http://bit.ly/CJcew>. (109 characters)

 **Suggested Facebook post:** The 6th edition of OCBC Cycle Singapore will be held from 28-30 March 2014 at the F1 Pit Building. Registration is now open at <http://bit.ly/CJcew>. #OCBCCycleSG

About Spectrum Worldwide

Spectrum Worldwide is a leading event management and experiential marketing company operating throughout the Asia Pacific region. For more than 20 years, Spectrum Worldwide has created and managed tailored experiences that not only bring to life our clients’ brands, but also provide opportunities for companies to showcase their core values in a memorable and compelling way.

Through long-standing partnerships with multi-national companies throughout the region, Spectrum Worldwide has consistently delivered ground-breaking, iconic events including OCBC Cycle Singapore and OCBC Cycle Malaysia, the Standard Chartered Marathon, Red Bull Flugtag Singapore, and the Singapore Red Bull Speed Street Singapore and KL. Spectrum is also expanding its footprint across the region and cementing its foothold in the cycling market following the launch of Cycle Asia, a network of premier cycling events across Asia.

Spectrum's approach centres on understanding clients' needs, and designing and delivering the best event solutions based on our years of experience.

For more information, go to: www.sww.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. It is ranked by Bloomberg Markets as the world's strongest bank in 2011 and 2012.

OCBC Bank and its subsidiaries offer a broad array of specialist financial and wealth management 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 450 branches and representative offices in 15 countries and territories, including more than 330 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 continued to gain industry recognition in 2011 including being voted “Outstanding Private Bank in Asia Pacific” in 2013 by Private Banker International.

For more information, please visit www.ocbc.com