



OCBC Cycle Singapore Takes Safe Cycling Message To School

‘Safe Cycling Day’ on Sunday, 24 February 2013

18 February 2013, Singapore – OCBC Bank and Spectrum Worldwide, title sponsor and organiser respectively of OCBC Cycle Singapore, today launched the third OCBC Cycle Singapore Safe Cycling Campaign to 900 Primary Three to Primary Six school students at Convent of the Holy Infant Jesus Kellock (CHIJ Kellock).

Partnering the Singapore Cycling Federation and the OCBC Singapore Pro Cycling Team, these students were given tips on safe cycling by national rider Dinah Chan and OCBC Singapore Pro Cycling Team cyclist, Timothy Lim. Aged between nine and 12, the students learnt the importance of wearing helmets when cycling, how to wear a cycling helmet properly, how and when a cyclist should slow down, how to look out for vehicles and the relevant traffic rules for cyclists on the roads.

The students were also given a preview of a safe cycling video produced by blogger and cycling enthusiast, mrbrown. The video is part of a five-part series on safe cycling tips that will be shared on YouTube (www.youtube.com/mistabrown) and mrbrown’s blog (www.mrbrown.com).

Since 2010, the campaign has aimed to raise the awareness of safe cycling on the roads among the cycling and motoring communities. The campaign comprises the use of cycling jerseys, car decals, street banners and various media platforms

including social media to spread the messages about safety tips and rules for cyclists and motorists.

Every year, a different theme is created for the campaign to focus on selected appropriate behaviour: 'Share the Road' in 2010 and 'Sharing Saves Lives' in 2011. The theme for this year's campaign is **'Respect'**. The aim is to raise the level of respect shown between cyclists and motorists.

Safe Cycling Day – 24 February 2013

OCBC Cycle Singapore has dedicated 24 February 2013 to be 'Safe Cycling Day'. To commemorate this day, 1,800 safe cycling jerseys will be distributed at the Longhouse hawker centre at Upper Thomson, a popular meet-up point for cyclists, on 24 February from 5.00am onwards. Cyclists are encouraged to wear the jersey on this day to help spread the 'Respect' message regardless of where they cycle.

Car decals with the key message of 'Respect' will be given out to the public at bicycle shops and sports and recreation centres. The MINI Mob and property developer EL Development Pte Ltd have stepped forward to help spread the message. The MINI Mob will be distributing the car decals to their members while EL Development Pte Ltd will have the car decals placed on its fleet of heavy vehicles.

Ivan Ng, Founder of The MINI Mob, said: "On behalf of the MINI Community in Singapore, we are proud to be a part of the OCBC Cycle Singapore Safe Cycling Campaign 2013. As fellow motorists, we understand the importance of road safety, not just amongst other vehicles, but cyclists as well. We believe it's a two-way street that requires both cyclists and motorists to do their part in order to keep our roads safe. We look forward to working alongside both OCBC Bank and Spectrum Worldwide to spread the message of 'Respect.'"

Mr Lim Yew Soon, Managing Director of EL Development Pte Ltd, said: "Cycling has grown tremendously in Singapore over the years and we are seeing more cyclists on our roads than before. Being located in a locality where many cyclists ride at, we recognise that motorists and cyclists have to play their parts to make the roads safer.

We are excited to be supporting this campaign and will encourage our employees, especially those driving heavy vehicles, to keep an eye out for the cyclists.”

Month-long campaign of contests

(A) Show us your support!

Starting from Sunday, 24 February, supporters of the campaign are encouraged to take a photo of themselves with the Safe Cycling jerseys or decals and upload them to the OCBC Cycle Singapore Facebook page. One winner will be announced each week and will receive various OCBC Cycle Singapore merchandise. This contest will run for four weeks from 24 February to 22 March.

(B) Design your own safe cycling T-shirt!

Cyclists are encouraged to design their own safe cycling-themed T-shirt and email the design to info@ocbc.cyclesingapore.com.sg. The submitted designs will be uploaded to the OCBC Cycle Singapore Facebook page for the public to vote for their favourite design. The five most popular designs will be produced and given to the designers. Five lucky voters will also receive one of the winning T-shirts. The T-shirt designs must be submitted between 4 March – 22 March, before the top five are selected on 27 March and produced by 14 April.

Mr Chris Robb, Managing Director, Spectrum Worldwide, said: “We’ve seen the OCBC Cycle Singapore Safe Cycling Campaign grow tremendously since its inception and we’re determined to build on that success in 2013.

“As the organiser of the biggest mass participation cycling event on closed roads here in Singapore, we have a responsibility to promote the safe cycling message. With over 11,000 cyclists of all ages having taken part in OCBC Cycle Singapore 2012, and over 12,000 expected in the 2013 event, we also have a huge captive audience to speak to.”

Ms Koh Ching Ching, Head of Group Corporate Communications, OCBC Bank, said: “The safe cycling campaign has been a community project of OCBC Cycle Singapore since 2010. Over the years, the campaign has gained awareness with the

cycling and motoring communities, which has been our target audience. We felt that this year is a good time to reach out to potential cyclists and motorists – the children. Through the Singapore Cycling Federation, we hope we can conduct these safe cycling clinics at other schools.”

Mr Suhaimi Haji Said, President of the Singapore Cycling Federation, said: “As our sport grows and more and more cyclists take to Singapore’s roads, safety is of paramount importance. The ‘Respect’ messaging behind the OCBC Cycle Singapore Safe Cycling Campaign is certainly an important one and we are confident that it will help to further build the mutual respect required between cyclists and motorists. We look forward to this year’s campaign as we continue to help educate the public on this important matter.”

The OCBC Cycle Singapore Safe Cycling Campaign is supported by the Singapore Road Safety Council and the Traffic Police.

Further details about the OCBC Cycle Singapore Safe Cycling Campaign, including the distribution channels of the jerseys and decals, can be found at www.ocbc.cyclesingapore.com.sg

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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 groundbreaking, 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’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, established in 1912, is the second largest financial services group in Southeast Asia by assets. It is among the world's highest rated banks, with a long term credit rating of Aa1 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 more than 500 branches and representative offices in 15 countries and territories, including 400 branches and offices in Indonesia 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, and its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia.

For more information, please visit www.ocbc.com