



## **OCBC CYCLE SINGAPORE 2013**

### **RETURNS WITH EXCITING NEW ADDITIONS**

- **FOLDIES COMMUNITY RIDE INTRODUCED TO SCHEDULE**
  - **INCREASED FOCUS ON CHARITY INITIATIVES**
  - **ENHANCED CYCLING & LIFESTYLE VILLAGE**

**8 January, 2013, Singapore** – Spectrum Worldwide and OCBC Bank announced today that the fifth edition of OCBC Cycle Singapore will take place over three thrilling days from 26 to 28 April, 2013. This year's event will feature a new ride category, two additional beneficiaries under its extended charity programme, as well as a host of enhanced sideline activities.

**The Foldies Community Ride (24km)** has been introduced to cater to the growing population of folding bike enthusiasts in Singapore and across the region. This addition is a result of feedback from enthusiasts who shared that they would like the opportunity to ride at the event.

In line with Sporting Singapore's Vision 2030 goal to use sport as a force for social good, OCBC Cycle Singapore 2013 has extended its charity partnership programme, **Cycle of Hope**, to two new charities. They are *SingHealth Transplant* and the Singapore Sports Council's *SportCares*. They join *Dover Park Hospice* and *Singapore Children's Society* to form the event's four official charities.

Through Cycle of Hope, participants can raise funds and increase awareness of these charity causes through a slew of activities at OCBC Cycle Singapore 2013. Cyclists can register for **The Business Times Charity Challenge (39km)** on Sunday, 28 April, a new ride category in which cyclists can choose to sign up in teams of four or as individuals and make donations to the selected charities.

Teams of four are required to make a minimum donation of SGD 3000 alongside their registration fees, while the minimum donation for individual entry is SGD 750. They will enjoy special on-site hospitality before and after their rides, while a number of prizes will also be up for grabs.

Teams and individuals who would like to take part in The Business Times Charity Challenge (39km) can do so by signing up via the event website and the fundraising platform [www.simplygiving.com](http://www.simplygiving.com). All other individuals to register for OCBC Cycle Singapore 2013 can also raise funds through the same platform.

In another new addition to the charity programme, up to 200 cyclists from the four charities will take part in a ceremonial ride to raise awareness for their cause. Titled **The Parade of Hope**, the cyclists will take a leisurely 30-minute ride around the F1 Pit Building on Friday, 26 April as the large crowds gather to watch the **OCBC Cycle Singapore Professional Criterium**.

This year will once again see more than 60 local and international professional riders pit their skills on a 1.6km flood-lit route around the F1 Pit Building. As well as the host of international cyclists, the OCBC Cycle Singapore Professional Criterium will also include home-grown talent from the OCBC Singapore Continental Cycling Team.

Friday's schedule will also include the **Women's Open, Masters' and Men's Open Criterium** categories. Saturday will be the turn for the kids to show their wares, with **The Tricycle Ride (100m or 150m)** followed by the various **Mighty Savers™ Kids Ride (5km)** categories and **The Junior Challenge (30 mins)**.

Sunday's schedule starts bright and early with **The Super Challenge (59km)**, followed by **The Challenge (39km)**, **The Business Times Charity Challenge (39km)**, **The Community Ride (24km)** and **The Foldies Community Ride (24km)** closing proceedings.

As well as the on-track action at OCBC Cycle Singapore 2013, a host of fresh activities have also been introduced to keep everyone entertained on the sidelines. This year's Cycling & Lifestyle Village will cover an entire floor of the F1 Pit Building, with over 100 booths offering exclusive deals across a range of cycling related products. Customers will also be able to enjoy the unique opportunity of testing bikes within the safety of a closed circuit along the F1 Pit Building area.

Mr Chris Robb, Managing Director of Event Owner and Organiser, Spectrum Worldwide, said, "OCBC Cycle Singapore continues to establish itself as one of Singapore's premier events on the sporting calendar and 2012 was certainly testament to that. We believe we have created a great concept and we will continue to improve the event as we move forward. Now into its fifth year, OCBC Cycle Singapore is shaping up to be another fantastic three days of cycling in April and I believe the new enhancements are set to make the 2013 edition one to remember."

OCBC Bank once again shows its support of the event and cycling in the city as the title sponsor for 2013. Mr Samuel Tsien, Chief Executive Officer of OCBC Bank said, "It has been our privilege to stage OCBC Cycle Singapore which combines fitness and camaraderie on such a large scale since 2009. Winning the Best Local Sports Event Award at the Singapore Sports Awards 2012 was a nice testimony to the excellent experience we have created for the participants. This year, Singaporeans can look forward to a bigger and even better event with new ride categories and charity partners. I certainly am."

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

Mr Lim Teck Yin, Chief Executive Officer, Singapore Sports Council, said, "Over the years, OCBC Cycle Singapore has grown in numbers, quality and diversity. More significantly, it has become an event where families, friends and the community can get together to have fun in the sun as well as challenge themselves in various categories. OCBC Cycle Singapore exemplifies much that we aspire to for Vision 2030; to Live Better Through Sports. This year, we are delighted to see the addition of SportCares to OCBC Cycle Singapore's list of official charities — all of which work tirelessly to improve the lives of Singaporeans. Thanks to OCBC Bank for their continued and strong support for the event as it sets a shining example of how

Sporting and Corporate Singapore can come together and grow lasting partnerships to connect with the customers and community in a meaningful way.”

Registration for OCBC Cycle Singapore 2013 opened today at midday at the OCBC Centre. Special Launch rates will run until 22 January. For full event details, go to [www.ocbc.cyclesingapore.com.sg](http://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](http://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 500 branches and representative offices in 15 countries and territories, including about 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 continued to gain industry recognition in 2011 including being voted "Outstanding Private Bank in Asia Pacific" by Private Banker International.

For more information, please visit [www.ocbc.com](http://www.ocbc.com)