

## MEDIA RELEASE



### OCBC CYCLE 2015 SET FOR 29-30 AUGUST 2015; FINISHING LINE TO BE IN ICONIC NATIONAL STADIUM

*OCBC Bank appoints new organiser, Pich Event Management Pte Ltd, and as of now, will work with 12 companies to deliver a unique cycling experience leading up to – and for – the event*

Singapore, 28 October 2014 – OCBC Cycle 2015 will be held on 29 and 30 August 2015 at the Singapore Sports Hub, and will give riders the opportunity to ride triumphantly into the National Stadium. Some cyclists will even get to pedal along the running lanes on the track.

OCBC Bank was the title sponsor of OCBC Cycle Singapore for six years from 2009. In July this year, OCBC Bank terminated the agreement with the event organiser. It then called for an open tender to seek a new event organiser to offer fresh experiences with a new OCBC Cycle at a new and iconic venue, the Singapore Sports Hub. The new organiser, Pich Event Management Pte Ltd, was appointed after the open tender exercise in July 2014 that drew bids from seven companies.

The new OCBC Cycle aims to be a safe premium cycling platform with a series of unique cycling and cycling-related activities, championing cycling as a year-round way of life. OCBC Cycle will culminate in a mass cycling event on 29 and 30 August 2015, when participants will come together to ride safely on closed roads in the heart of the city, starting from – and returning to – a new venue. The new OCBC Cycle will be sanctioned by the Singapore Cycling Federation and supported by Sport Singapore.

To bring a fresh dimension to OCBC Cycle, OCBC Bank will work with 12 companies, and potentially more, to create a series of activities exclusively for participants in the lead-up to the event weekend. The 12 companies, some of which will partner with OCBC Bank on an exclusive basis, hail from industries ranging from health and hospitality to imagery and transport, and from payment and retail to drinks and treats. Details of the activities planned will be shared at the launch of OCBC Cycle next year.

For the first time, readers of The Straits Times will have slots reserved for them in the new cycling activities.

OCBC Bank and the organisers will also continue to work with The Business Times on the charity component that has always been integral to Singapore's cycling fiesta. In 2015, OCBC Cycle and The Business Times will expand that component to include more activities for those who want to give back to society while taking part. Under the rubric of The Business Times Cycle of Hope, participants can sign up for new activities ranging from teaching cycling and bicycle repairs to less advantaged children and youth to bringing these children and youth on rides, as well as support fund-raising activities for the Singapore Children's Society, The Singhealth TRUE Fund, SportCares and the Business Times Budding Artists Fund.

Safety will be a paramount concern throughout. OCBC Bank and Pich Event Management Ptd Ltd will put in place a set of measures to ensure that participants are able to enjoy their rides in safety. Here are some of the measures:

Objectives	Safety Measures
Enhance safety of cyclists on event route	<ul style="list-style-type: none"> <li>(a) Cap the total number of participants at 9,000, with limits set for each ride category.</li> <li>(b) Refine the route to reduce congestion and keep cyclists of widely-differing ability apart.</li> <li>(c) Remove the '60 km-Super Challenge' category.</li> <li>(d) Use taller and heavier lane demarcation devices for better visibility.</li> <li>(e) Equip route marshals with light sticks for better visibility when signalling to participants.</li> <li>(f) Place prominent digital and non-digital directional and safety signs along the route.</li> <li>(g) Station safe cycling ambassadors along the route to provide assistance and guidance.</li> </ul>
Shorten first-aid response time	<ul style="list-style-type: none"> <li>(a) Increase the number of route marshals.</li> <li>(b) Deploy more paramedics on motorbikes/ bicycles along the route, especially at higher-risk sections.</li> <li>(c) Prominently display the event emergency hotline number on each participant's bib, helmet stickers and bike tag.</li> </ul>

Educate and reinforce safe cycling etiquette	<p>(a) Produce a video of the route to help participants familiarise themselves with it.</p> <p>(b) Produce a video on safe cycling etiquette.</p> <p>(c) Continue to advocate safe cycling via the annual OCBC Cycle Safe Cycling Campaign – which aims to encourage motorists and cyclists to responsibly share the roads – with specially-made cycling jerseys, car decals, a designated safe cycling day and safe cycling clinics in schools.</p>
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Said Mr Samuel Tsien, Group CEO of OCBC Bank: “OCBC Cycle has been very successful since its 2009 debut. We are grateful for the support of cyclists, partners, the Singapore Cycling Federation and Sport Singapore. Working together with our new organiser, we are pleased that we will be able to elevate the OCBC Cycle experience for cyclists across communities. The safety of all participants is our top priority. We will work with the new organiser to put in place a range of new safety measures. OCBC Cycle will be much more than a series of rides. With our many ‘Friends of OCBC Cycle’, participants can look forward to a series of uniquely-created cycling and cycling-related activities. I am certainly looking forward to seeing the first cyclist riding into the National Stadium at the new OCBC Cycle next year.”

Commenting on the expanded charity component, Mr Tsien said: “Being able to give back to society has always been part of our DNA. I am pleased that we will be expanding the scope of our CSR programme for OCBC Cycle so that more people can benefit. Truly, OCBC Cycle is a cycling platform for everyone.”

Mr Jaymes Tan, Senior Consultant, Pich Event Management Pte Ltd, said: “We thank OCBC Bank for being appointed the new organiser of OCBC Cycle. The team at Pich is very excited about the opportunity to create a fantastic and safe cycling event in Singapore. Working with a good brand like OCBC – one that understands the value of sports sponsorships and has been able to leverage on it to grow its brand – will be an honour. We are mindful of the very high standards expected of us. We look forward to meeting the challenge of producing a new OCBC Cycle that gives an excellent experience for everyone who takes part!

Friends of OCBC Cycle 2015 – listed in alphabetical order

	<p>To support the new cycling activities before event weekend with its imaging services and photography capabilities.</p>
	<p>To provide 100PLUS and Ice Mountain at the event.</p>
	<p>To provide insurance cover to participants with an option to top up for more coverage.</p>
	<p>To provide hotel accommodation and support the new cycling activities before event weekend.</p>
	<p>To support the new cycling activities before the event weekend with sports health initiatives.</p>
	<p>To provide FlashPay contactless cards to participants as a payment option during event weekend and beyond.</p>
	<p>To support the new cycling activities before the event weekend.</p>
	<p>To support the new cycling activities before the event weekend.</p>
	<p>To provide technical support during the event weekend.</p>
	<p>To support the event with safety cars as well as the new cycling activities before the event weekend.</p>

SOCIAL MEDIA ASSETS

**Official hashtags:** #ocbcbank #ocbccycle #singaporesportshub

**Keywords:**

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OCBC, OCBC Cycle, Cycling, Singapore Sports Hub



**Suggested tweet:** OCBC Cycle 2015 to be the first mass cycling event held at the Singapore Sports Hub on 29 and 30 August. (104 characters)



**Suggested Facebook post:** OCBC Cycle 2015 will be held on 29 and 30 August 2015, giving participants the unique opportunity to be the first to ride into the iconic National Stadium.

For updates on OCBC Cycle, go to [www.ocbccycle.com](http://www.ocbccycle.com), follow @OCBCCycle on Instagram and Twitter, and “like” [facebook.com/ocbccycle](https://www.facebook.com/ocbccycle) on Facebook.

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## 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 was 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 over 630 branches and representative offices in 18 countries and territories. These include the more than 330 branches and offices in Indonesia operated by subsidiary Bank OCBC NISP and Wing Hang Bank’s 95 branches in Hong Kong, China and Macau. Wing Hang Bank became a subsidiary of OCBC Bank on 15 July 2014.

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 continues to gain industry recognition including being voted “Outstanding Private Bank in Asia Pacific” in 2013 by Private Banker International.

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