

MEDIA RELEASE
For Immediate Release

OCBC CYCLE 2015 INTRODUCES FIRST-OF-ITS-KIND RACE TO THRILL LOCAL CYCLING FRATERNITY

SINGAPORE, 9 March 2015 – Cycling enthusiasts at the brand new OCBC Cycle 2015 will be in for a treat, as a new high-speed, spectator-friendly race format called the OCBC Cycle Speedway Championships is unveiled. It promises to be a favourite among participants and fans alike!

Comprising the OCBC Cycle Speedway Club Championship and the OCBC Cycle Speedway SEA Championship, this new relay-format race category is part of the inaugural OCBC Cycle 2015. It will debut on Saturday, August 29th, at the Singapore Sports Hub, and will see the best riders from the region – as well as top athletes from the local cycling clubs – pit their skills against one another.

The new format will see four-cyclist teams ride a total of 10 laps in pairs around a fast 1km course. The first two cyclists will ride five laps before the second pairing finishes off the remaining laps. To derive the official race timing, a team is clocked from the start to when its third rider crosses the finish line.

The OCBC Cycle Speedway SEA Championship will see teams from Southeast Asian nations battling out in two qualifying heats, each pitting five teams against each other. The top three teams from each heat will progress to the semifinal, where the six teams will battle it out in a single round to determine the three finalists. The finalists will then face off to determine which team will be crowned the Champion of Southeast Asia, taking home a cash prize of S\$6,000. The second and third-placed finishers will win S\$4,000 and S\$2,000 respectively.

In the OCBC Cycle Speedway Club Championship race, a total of 15 local cycling teams will compete in a similar format. There will be three qualifying heats involving five teams each, with the top two teams in each heat will progress to the semifinal. Cash prizes of S\$800, S\$600 and S\$400, will be awarded to the 1st, 2nd and 3rd placed teams respectively. The three winning teams will also receive Vertix Velo wireless cycling headsets worth \$268 each.

The winners from both championships will be invited to ride in Sunday's Champions Wave at the head of the mass-participation Sportive Ride.

Event Category	Approximate race duration	Day & Flag Off Times*	Price
OCBC Cycle Speedway SEA Championship	30mins	Saturday, from 1230hrs - 2000hrs	By Invitation
OCBC Cycle Speedway Club Championship			15 teams of 4 pax SGD 240 per team of 4 pax

**Schedule will be finalised nearer to event day*

Besides the OCBC Cycle Speedway Championships, cycling enthusiasts have a range of categories to participate in over the two days of cycling action. Kicking off the event on Saturday morning, August 29th, are the Mighty Savers® Kids Rides catering to youngsters aged 2 to 12 years old. The OCBC Cycle Speedway Championships will take place after these rides.

The action will continue on Sunday morning with the mass participation rides - **The Sportive Ride (about 42km)** and **The Straits Times Ride (about 23km)**. These rides will offer individuals and corporations the priceless opportunity to be among the first to pedal across the finish line at the National Stadium on two wheels.

Mr Samuel Tsien, Group CEO, OCBC Bank said: “We are excited to officially launch OCBC Cycle 2015 today. Over the past 6 months, working closely with our 17 partners and the event organizer, we have been busy putting together what we are proud to consider a truly unique mass cycling event. Besides a new venue, this will also be the first time that participants of a sporting event in Singapore can enjoy a slew of lead-up and CSR activities. In another first, we are introducing a competitive category for the more serious cyclists here that will mirror the one for regional cycling professionals; the format for the OCBC Cycle Speedway Championships will see teams square off in knock-out rounds of intense competition. It will be a spectacle to thrill any audience.”

“From little tots to grandpas, from casual cyclists to professionals, OCBC Cycle is for everyone who loves to pedal. As the community saddles up in preparation, I too am gearing up – at least, to flag off riders at the National Stadium!”

SG50 Specials

In conjunction with the SG50 celebrations, all 50-year-old participants automatically qualify for a lucky draw. Fifty winners will each win a New Moon goodie bag worth more than S\$100, consisting of New Moon New Zealand Abalone, New Moon Birds’ Nest and New Moon Essence of Chicken. These winners will also have their registration fees refunded.

Discounts, Shopping Vouchers, and Attractive Prizes

At the launch of OCBC Cycle 2015 at OCBC Centre today, the first 150 registrants received discounts of up to 25% off their registration fees as well as orchardgateway shopping vouchers worth up to S\$200. Online registration commences on 10 March 2015.

Depending on his or her event, every registrant will stand a chance to win watches worth between S\$70 and S\$5,000 each, courtesy of Cortina Watch.

Donate, Guess and Win

To help raise funds for and increase awareness about the beneficiaries of the OCBC Cycle charity programme - The Business Times Cycle of Hope Charity Programme - participants and members of the public can participate in a donation drive that will take place in two stages.

The first "Guess the Number of Plush Toys in the Volvo V40 Cross Country" donation drive will be held at the registration area at OCBC Centre from March 9th to 13th 2015. Each guess requires a donation of S\$2 and all donations collected will go to the SportCares Foundation.

The second similar donation drive, which will benefit The Business Times Budding Artists Fund, will be held at orchardgateway from July 25th to August 7th 2015.

For each guess, the donor will receive a New Moon Collagen drink valued at S\$6.90. The three donors with the closest guesses at each car venue will also win New Moon products worth up to S\$1,400.

The SportCares Foundation develops sports programmes to help nurture underprivileged and at-risk children and youth, instilling in them the values of discipline, respect, resilience and a winning spirit of achievement. Over the past two years, the Foundation has touched the lives of more than 8,000 individuals.

The Business Times Budding Artists Fund (BT BAF) provides fully-sponsored arts training programmes for children and youth, aged 7 to 19 years old, who come from financially-disadvantaged backgrounds.

Please refer to Appendix A for the full list of ride categories and registration fees.

More details about OCBC Cycle 2015 can be found on www.ocbccycle.com

SOCIAL MEDIA ASSETS

Keywords:

OCBC Cycle, cycling, Speedway Championships, Straits Times Ride, Sportive Ride



Suggested tweet: Brand new OCBC Cycle 2015 launches Speedway Championships and public registration! Details can be found at www.ocbccycle.com (107 characters)



Suggested Facebook post: The all new OCBC Cycle 2015 has launched its OCBC Cycle Speedway Championships! It promises to be an exciting spectacle as the fastest riders from Singapore and the region pit their skills against each other on a fast 1km course to be crowned kings of the road!

For those who are interested in taking part in OCBC Cycle 2015, public registration is now open. With different ride categories of varying distances, there is something for everyone!

For more details, please visit www.ocbccycle.com.

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. Recognised for its financial strength and stability, OCBC Bank is consistently ranked among the world's strongest and safest banks by leading market research firms and publications.

OCBC Bank and its subsidiaries offer a broad array of commercial banking, 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 95 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

OCBC Bank's private banking services are provided by subsidiary Bank of Singapore, which has received increasing industry recognition as Asia's Global Private Bank, and was voted "Outstanding Private Bank in Southeast Asia in 2014" by Private Banker International.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the oldest and most established life insurance group in Singapore and Malaysia. 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.

Appendix A

OCBC Cycle 2015 Event Categories and Registration Fees

CORPORATE REGISTRATION				
Packages	Categories	*Approx Distances	Registration/Package Fees	Amount Donated to Charity
The Business Times Cycle of Hope Corporate Bike Ride (Event apparel will be provided)	The Sportive Ride	42km	5 pax - \$980 10 pax - \$1,940 15 pax \$2,880	5 pax - \$565 10 pax - \$1,130 15 pax - \$1,695
	The Straits Times Ride	23km		
The Corporate Bike Ride (Minimum purchase of 15 pax per package, no event apparel will be provided)	The Sportive Ride	42km	\$67/pax	N.A.
	The Straits Times Ride	23km	\$35/pax	

PUBLIC REGISTRATION						
Event Categories	*Approx Distances/ Duration	Day	*Flag Off Time	Registration places & fees		
Mighty Savers® Kids Ride (2 – 5 years old)	100m	29 August 2015 (Saturday)	9.00am and 9.15am	First 60 places	Next 105 places	Last 45 places
				\$23	\$27	\$28
Mighty Savers® Kids Ride (5 – 9 years old)	20 minutes		9.30am - 11 am	First 60 places	Next 105 places	Last 45 places
				\$36	\$38	\$40
Mighty Savers® Family Ride (5 – 9 years old)	20 minutes		11.30am	First 60 places	Next 105 places	Last 45 places
				\$70	\$74	\$78
Mighty Savers® Kids Ride (10 – 12 years old)	30 minutes		5.15am	First 20 places	Next 35 places	Last 15 places
				\$38	\$42	\$44
The Sportive Ride	42km	30 August 2015 (Sunday)	7.00am	First 1,250 places	Next 2,150 places	Last 700 places
				\$85	\$99	\$107
The Straits Times Ride	23km			First 400 places	Next 900 places	Last 300 places
				\$45	\$59	\$67

***Note:**

- Only 1,000 places* are available for corporate rides. Registration for corporate rides closes on 31 May 2015. (*700 places for The Sportive Ride / 300 places for The Straits Times Ride)
- Participants of **The Corporate Bike Ride** will NOT receive event apparel, as companies would prefer to have their staff don company-branded apparel.
- Companies that sign up for the Corporate Bike Ride will be eligible for the OCBC “Longest Distance Award”.
- Participants of **The Business Times Cycle of Hope Corporate Bike Ride** will have more than half of their registration fees given to OCBC Cycle’s chosen charities as a donation. Alternatively, a company can choose which of the 4 charities it would like to support by indicating its choice on the back of its cheque. Should no preference be indicated, the donation will be distributed equally among the 4 chosen charities.
- Participants of **The Business Times Cycle of Hope Corporate Bike Ride** can choose to participate either in The Straits Times Ride or The Sportive Ride, and will receive event apparel.
- Companies that sign up for **The Business Times Cycle of Hope Corporate Bike Ride** will be eligible for the OCBC “Longest Distance Award” and the OCBC “Highest Donor Award”.
- The final actual distance of The Sportive Ride and The Straits Times Ride is subject to route confirmation.
- The flag off time for each event category is subject to change.