

**MEDIA RELEASE****OCBC Cycle 2016 launches with more experiences and activities for participants**

*Mr Samuel Tsien (second from left), Group CEO of OCBC Bank, Mr Lim Teck Yin (third from left), CEO of Sport Singapore, and Mr Jeffrey Goh (extreme right), President of Singapore Cycling Federation, officiating the launch of OCBC Cycle 2016 at orchardgateway. (Photo Credit: OCBC Cycle 2016)*

**SINGAPORE, 15 April 2016** – THE nation's largest cycling event – OCBC Cycle – returns for its second edition on 1 and 2 October this year. OCBC Cycle 2016 promises more exciting experiences, more interesting activities and more great deals for participants, their families and friends. At the launch of the 24-hour on-site registration for OCBC Cycle 2016 held at orchardgateway from 12.00pm on 15 April to 12.00pm on 16 April, new additions to the annual event were announced. These include the involvement of six new sponsors (known as Friends of OCBC Cycle), two new charity partners and three new additions to the suite of lead-up workshops and activities.

OCBC Cycle is designed to be an event of many things. There are 13 pre-event workshops and activities for participants to sign up for, starting with a Singapore Sports Institute Learn to Cook Healthily workshop on 14 May, to the Volvo Route Familiarisation Trip on 10 September, before culminating in the finale ride on 1 and 2 October at the Singapore Sports Hub.

For the first time, to commemorate today's launch event, four teams of riders formed by Friends of OCBC Cycle and invited guests will cycle for 24 hours from 12.00pm on 15 April to 12.00pm on 16 April. They will challenge the current Singapore Book of Records award for the "Longest Distance Covered on a Stationary Bike in 6 Hours (Men/Women)." The record-breaking attempt will take place in two 6-hour time periods between 12.00pm on 15 April and 12.00am on 16 April. The current records are 142.4km (men's record) and 123km (women's record).

Additionally, the four teams will be engaged in a separate team challenge to clock the furthest mileage on a stationary bike within 24 hours. The winner of the team challenge will receive a champion trophy.

### **Many lead-up workshops and activities**

Participants can sign up for 13 lead-up activities prior to OCBC Cycle 2016. From 14 May, for a small donation of S\$6 to charity, participants can sign up to learn how to prepare healthy meals in a cooking workshop at the Singapore Sports Institute, reach out to less privileged children by teaching them how to cycle, or join a café bike crawl in the North-East region of Singapore. Participants will enjoy a complete physical, mental and social experience in the months leading up to the finale event on 1 and 2 October.

The new lead-up activities in 2016 include:

- A heart-pumping fitness boot camp conducted by Polar
- A strength-and-conditioning cycling workshop at Singapore Sports Institute's new training facility
- An OCBC Cycle 2016 family carnival organised by the National University Hospital Sports Centre

(Refer to Annex B for the full list of lead-up workshops and activities)

### **Many Friends of OCBC Cycle 2016**

There are six new Friends of OCBC Cycle this year:

- Polar, a leading brand with a comprehensive range of heart rate monitors and sports watches
- Millennium Hotels and Resorts
- 2XU, a leading brand in athletic performance wear
- Borsch Med, a multi-award winning Singapore brand specialising in TCM and health supplements
- Loue Bicycles, a local brand that provides professional bike fitting services
- Wattbike, an indoor British cycling trainer solution to high performance cycling

All 21 Friends of OCBC Cycle 2016 (refer to full list in Annex C) will give participants great experiences and deals, from exclusive promotions for OCBC Cycle participants to prizes that the public can stand to win.

### **Supporting New Charity Partners**

OCBC Cycle supports the underprivileged through The Business Times Cycle of Hope Programme - which aims to create awareness of, and raise funds to support, selected charity partners. The Business Times Cycle of Hope Corporate Ride is a key component of this charity programme, with a significant portion of the registration fee for this ride category going to charity.

This year, the organisations that OCBC Cycle will support are:

- Dyslexia Association of Singapore (*new*)
- NUHS Fund Limited (*new*)
- The Business Times Budding Artists Fund
- SportCares Foundation

Besides fundraising, OCBC Cycle participants are also invited to volunteer to teach underprivileged children cycling as a life skill. This year, a Friend of OCBC Cycle, Millennium Hotels and Resorts, will partner OCBC Cycle to support the 'Teach A Child To Cycle' programme, with its hotel staff serving as mentors for one session of the programme. OCBC Cycle participants can volunteer for a separate session.

Targeting 8,000 cyclists, OCBC Cycle 2016 will see cyclists riding out from the iconic Singapore Sports Hub and onto a city route that boasts an amazing city skyline view.

Mr Samuel Tsien, Group CEO of OCBC Bank, said: "Today, we are pleased to launch the second edition of OCBC Cycle in Singapore. Last year's event was very successful, with strong support from the cycling community, the authorities, Friends of OCBC Cycle and – most importantly – from over 7,000 participants. That support has encouraged us to create the even more exciting OCBC Cycle 2016. There will be new highlights like a fitness boot camp, a strength-and-conditioning workshop and a family carnival specially organised by NUH Sports Centre. Our goal is to build OCBC Cycle into the gold standard for cycling events here. We will work hard to give participants many exciting experiences, many healthy activities and many great deals. So during the weekend of 1 and 2 October, do join us at the Singapore Sports Hub for the safe and enjoyable activities we have specifically arranged for all cyclists to enjoy with family and friends."

OCBC Cycle 2016 will retain its four main event categories – The Sportive Ride (42km), The Straits Times Ride (23km), Mighty Savers® Kids Rides for families and children, and the OCBC Cycle Speedway South-East Asian and Club Championships.

The OCBC Cycle Speedway Club Championship is the final road cycling event in Singapore for riders looking to accumulate points in a first-ever structured ranking and points system, announced by the Singapore Cycling Federation in February this year.

Companies that are keen to involve employees in OCBC Cycle 2016 can sign up for The Business Times Cycle of Hope Corporate Bike Ride or The Corporate Bike Ride. Both rides open for registration on 18 April. Participants who register for the corporate rides can choose to ride in either The Straits Times Ride or The Sportive Ride event categories. The company whose participants clock the most mileage – adding up the total achieved mileage from both corporate rides – will win the OCBC Cycle 2016 Longest Distance Award.

The Expo @ OCBC Cycle, which brings together some of the biggest names in the cycling industry across the region under one roof, will take place at OCBC Arena from 30 September to 2 October, offering participants and the public great deals and promotions on cycling gear.

The first 300 cyclists to register at the event launch will receive discounts on their registration fees and a special goodie bag. (Refer to Annex A and D)

Online registration starts on 18 April at 10.00am. Visit [www.ocbccycle.com](http://www.ocbccycle.com) for more information.

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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. 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](http://www.ocbc.com).

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## Annex A

### Pricing table

EVENT CATEGORIES	DAY	REGISTRATION PLACES & PRICES (USUAL PERIOD: 18 APRIL TO 16 AUGUST)		
Mighty Savers® Kids Ride (2-5 Years Old)	1 October 2016 (Saturday)	First 60 places <b>\$23</b>	Next 120 places <b>\$27</b>	Last 60 places <b>\$28</b>
Mighty Savers® Kids Ride (5-9 Years Old)		First 60 places <b>\$36</b>	Next 120 places <b>\$38</b>	Last 60 places <b>\$40</b>
Mighty Savers® Kids Ride (10-12 Years Old)		First 20 places <b>\$38</b>	Next 40 places <b>\$42</b>	Last 20 places <b>\$44</b>
Mighty Savers® Family Ride (5-9 Years Old)		First 30 places <b>\$70</b>	Next 60 places <b>\$74</b>	Last 30 places <b>\$78</b>
Mighty Savers® Family Ride (10-12 Years Old)		First 10 places <b>\$74</b>	Next 20 places <b>\$82</b>	Last 10 places <b>\$86</b>
The Sportive Ride	2 October 2016 (Sunday)	First 850 places <b>\$85</b>	Next 1650 places <b>\$99</b>	Last 850 places <b>\$107</b>
The Straits Times Ride		First 350 places <b>\$45</b>	Next 660 places <b>\$59</b>	Last 350 places <b>\$67</b>

**Annex B**  
 Lead-up workshops and activities

<b>S/N</b>	<b>Activity / Workshop</b>	<b>Date of activity</b>
1	SSI Learn to Cook Healthily Workshop 1	14 May, Sat
2	SSI Learn to Cook Healthily Workshop 2	18 Jun, Sat
3	SSI Performance Cycling and Strength and Conditioning Workshop	2 Jul, Sat
4	Café Bike Crawl 1	9 Jul, Sat
5	Teach A Child To Cycle, Presented by Millennium Hotels and Resorts Session 1	16 Jul, Sat
6	NUH - OCBC Cycle Carnival Cycling health talk	22 - 23 Jul, Fri - Sat
7	Teach A Child To Cycle, Presented by Millennium Hotels and Resorts Session 2	30 Jul, Sat
8	Teach A Child To Cycle, Presented by Millennium Hotels and Resorts Cycling Trip	6 Aug, Sat
9	Café Bike Crawl 2	13 Aug, Sat
10	Polar Boot Camp	20 Aug, Sat
11	Volvo Route Familiarisation Trip 1	3 Sep, Sat
12	Volvo Route Familiarisation Trip 2	3 Sep, Sat
13	Volvo Route Familiarisation Trip 3	10 Sep, Sat

**Annex C**

## Friends of OCBC Cycle 2016

100PLUS	The hydration partner of OCBC Cycle 2016.
2XU	The leading provider of high performance athletic fabrics and garments. The compression wear partner of OCBC Cycle 2016.
Borsch Med	A multi-award winning Singapore brand specialising in TCM and health supplements. The health supplements partner of OCBC Cycle 2016.
Great Eastern	The leading insurance provider in Asia. The insurance partner of OCBC Cycle 2016.
Ice Mountain	The water partner of OCBC Cycle 2016.
Loue Bicycles	Provider of professional bike fitting services in Singapore and SE Asia. The bikefit partner of OCBC Cycle 2016.
Millennium Hotels and Resorts	A leading global hospitality management and real estate group. The hotel partner of OCBC Cycle 2016.
National University Hospital	The sports medical partner of OCBC Cycle 2016.
NETS	The e-payments partner of OCBC Cycle 2016.
New Moon	A premium and renowned brand providing a diverse range of products to discerning customers globally. The food and beverage partner of OCBC Cycle 2016.
OCBC 365 Credit Card	The credit card partner of OCBC Cycle 2016.
orchardgateway	The shopping mall partner of OCBC Cycle 2016.
Pearl Izumi	A leading Japanese sports apparel brand. The apparel partner of OCBC Cycle 2016.
Polar	A leading brand with a comprehensive range of heart rate monitors and sports watches. The wearable technology partner of OCBC Cycle 2016.
Shimano	Provider of the widest range of high quality bicycle components in the world. The performance equipment partner of OCBC Cycle 2016.
Singapore Sports Institute	The sports and nutrition partner of OCBC Cycle 2016.
The Business Times	A charity partner of OCBC Cycle 2016.
The Straits Times	An event partner of OCBC Cycle 2016.
Vertix	High performance wireless communication systems for outdoor sports. The wireless communications partner of OCBC Cycle 2016.
Volvo	The vehicle partner of OCBC Cycle 2016.
Wattbike	The ultimate indoor training bike. The indoor training bike partner of OCBC Cycle 2016.



**Annex D**

Table of entitlements for first 300 registrants

OCBC Cycle 2016 event launch (15-16 April)

<b>Registrants No.</b>	<b>On-site registration fee discount</b>	<b>Goodie bag content</b>
1 – 10	25%	S\$200 cash shopping voucher from orchardgateway Polar Loop (worth S\$149) Polar Tacx water bottle (worth S\$9.90)
11 – 50	25%	S\$100 cash shopping voucher from orchardgateway Polar Loop (worth S\$149) Polar Tacx water bottle (worth S\$9.90)
51 – 75	15%	S\$50 cash shopping voucher from orchardgateway 2XU Tights (worth S\$189) Polar Tacx water bottle (worth S\$9.90)
76 – 100	15%	S\$50 cash shopping voucher from orchardgateway 2XU Calf Sleeves (worth S\$89) Polar Tacx water bottle (worth S\$9.90)
101 – 130	10% + an additional 10% for OCBC cardmembers	2XU Socks (worth S\$79) Polar Tacx water bottle (worth S\$9.90)
131 – 160	10% + an additional 10% for OCBC cardmembers	2XU Visor (worth S\$26) Polar Tacx water bottle (worth S\$9.90)
161 – 190	10% + an additional 10% for OCBC cardmembers	Pearl Izumi Socks (worth S\$19) Polar Tacx water bottle (worth S\$9.90)
191 – 300	10% + an additional 10% for OCBC cardmembers	Pearl Izumi Socks (worth S\$19)
301 onwards	10% + an additional 10% for OCBC cardmembers	