

**MEDIA RELEASE**  
**For Immediate Release**

**OCBC Cycle 2015 launches registration for Corporate Rides with  
17 Friends of OCBC Cycle 2015.**  
**Attractive prices and prizes for OCBC Cycle 2015 announced**

**SINGAPORE, 9 February 2015** – Together with 17 Friends of OCBC Cycle 2015, Sport Singapore and Singapore Cycling Federation, OCBC Cycle 2015 is gearing up to provide cycling fans in Singapore with the premier cycling experience when it rolls out from the Singapore Sports Hub on 29 and 30 August this year. And the year is getting off to an exciting start as the event's two corporate ride packages are about to open for booking. Prices for all categories in OCBC Cycle 2015 have also been announced, along with the attractive prizes that await lucky participants.

At the launch of the corporate rides, held at the Shimano Cycling World at the Singapore Sports Hub, title sponsor OCBC Bank introduced its 17 'Friends of OCBC Cycle' (see *Appendix A*) and announced the details of two corporate rides – The Business Times Cycle of Hope Corporate Bike Ride and The Corporate Bike Ride. Reservations for these two corporate rides open on 9 February 2015, at [www.ocbccycle.com](http://www.ocbccycle.com), and are limited to only 1,000 places (700 for The Sportive Ride and 300 for The Straits Times Ride).

Participants who register for either corporate rides can choose to ride in **The Straits Times Ride (about 23km\*)** or **The Sportive Ride (about 42km\*)**. The company whose participants clock up the most mileage – taking both corporate rides together – will win the inaugural OCBC Cycle 2015 Longest Distance Award.

**The Business Times Cycle of Hope Corporate Bike Ride** is a corporate charity ride that is part of OCBC Cycle's charity partnership programme. The programme aims to create awareness of, and raise funds to support, four chosen charity organizations: the Singapore Children's Society, SportCares, TRUEfund and The Business Times Budding Artists Fund.

Companies taking part in the corporate charity ride will be giving back to the community because more than half of the registration fees paid will be donated – equally – to the four chosen charities. Alternatively, companies can choose to donate to any of the four charities they would like to support, or donate more over and above their registration fees. These companies will be eligible for the inaugural OCBC Cycle 2015 Largest Donor Award (*See Table 1 for the fees*).

*\*Final actual distance is subjected to route confirmation*

Table 1

<b>The Business Times Cycle of Hope Corporate Bike Ride</b>		
<b>Packages</b>	<b>Package Fee (SGD)</b>	<b>Amount deducted from Package Fee for donation to charity</b>
5 pax	\$980	\$565
10 pax	\$1,940	\$1,130
15 pax	\$2,880	\$1,695

Alternatively, companies can choose to register for **The Corporate Bike Ride**, which has no charity component but provides an opportunity to foster better relationships among employees by having them turn out in company-designed jerseys, thereby building a sense of corporate identity (*See Table 2 for the fees*).

Table 2

<b>The Corporate Bike Ride</b> (Minimum purchase of 15 pax, no event apparel)	
<b>Categories</b>	<b>Registration fees per pax (SGD)</b>
The Sportive Ride	\$67
The Straits Times Ride	\$35

### **Attractive Prices, Prizes and Deals for all Rides**

OCBC Cycle 2015 also announced the prices for all other ride categories (*For category and prices, refer to Appendix B*).

There are exciting options for riders of all ages. The two days of action will unfold from 9.00am from 29 August 2015, Saturday morning, starting with the Mighty Savers® Kids Ride.

The mass participation rides will take place on 30 August 2015, Sunday morning. With both **The Sportive Ride (about 42km)**, which will start at 5.15am, and **The Straits Times Ride (about 23km)**, which will be flagged off at 7.00am, individuals

and corporations will get the priceless opportunity to be the first to pedal across the finishing line at the National Stadium.

Registration for all other rides opens at OCBC Centre on 9 March 2015, with online registration commencing on 10 March 2015. Early sign-ups on 9 March 2015 at OCBC Centre will get attractive discounts off the registration fees and a total of \$11,000 worth of orchardgateway shopping vouchers. 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.

OCBC Bank cardmembers enjoy a 10% discount off the registration fees and can register early from 3 to 6 March 2015. Four hundred The Straits Times All-in-One Package subscribers will enjoy priority registration for The Straits Times Ride from 4 to 6 March 2015.

The insurance subsidiary of OCBC Bank, Great Eastern Life Assurance Company Ltd, is the official insurer for OCBC Cycle 2015 and will provide free personal accident insurance coverage of up to \$5,000 per participant, to all participants, with an option to top up the insurance coverage. Participants who purchase the top-up coverage will receive a free gift. Additionally, those who purchase the top-up coverage using the OCBC Great Eastern Cashflo Card will enjoy a 50% premium discount.

Participants of OCBC Cycle 2015 can look forward to a series of pre-event activities and workshops specially put together by Friends of OCBC Cycle, as well as a bevy of gifts and freebies sponsored by event partners. Participants can also enjoy special hotel stay and dining offers from Hotel Jen Orchardgateway Singapore and specially-designed sports health screening packages by the National University Hospital (NUH) Sports Centre. E-payments provider NETS will also be giving out a specially-designed OCBC Cycle FlashPay card with \$2 cash value that can be used at the OCBC Cycle Expo as well as at over 85,000 acceptance points island wide.

More details of these and more attractive prizes, freebies and offers will be shared in March 2015.

Said Mr Samuel Tsien, Group CEO, OCBC Bank: “We are delighted to have our 17 Friends of OCBC Cycle on board with us as we embark on a new OCBC Cycle experience for Singapore this year. As cycling continues to grow in our local community, we aim to foster an environment in which cyclists can enjoy the sport in a fun and safe manner. We are very pleased to unveil our two corporate rides with our Friends. Companies are always looking for healthy activities that can promote team bonding as well as CSR platforms through which they can engage the community and do good. With the OCBC Cycle 2015 corporate rides, companies can do ‘all of the above’.”

“We are grateful to have received overwhelming support from many organisations as we strive to create a premier cycling platform that is beyond just a weekend event. The line-up of activities put together by our Friends aims to engage OCBC Cycle

participants long before that one weekend in August arrives. From photography trip to café bike crawl, from injury management talk to cooking class, there is something for everyone, every month from March to August. Cycling is no longer a way of keeping fit; it is an alternative lifestyle choice for all ages.”

More details about the corporate rides and prices of OCBC Cycle 2015 can be found on [www.ocbccycle.com](http://www.ocbccycle.com).

### SOCIAL MEDIA ASSETS

#### **Keywords:**

OCBC Cycle, cycling, Corporate Ride, Business Times Cycle of Hope Ride, Straits Times Ride, Sportive Ride



**Suggested tweet:** Brand new OCBC Cycle 2015 launches Corporate Rides registration! Details can be found at [www.ocbccycle.com](http://www.ocbccycle.com) (107 characters)



**Suggested Facebook post:** The all new OCBC Cycle 2015 has launched its Corporate Rides registration! Take part with your colleagues for a day of company bonding and stand a chance to win the inaugural OCBC Cycle 2015 Longest Distance Award, which will be given to the company that clocks the most combined mileage from The Straits Times Ride (approx. 23km) and The Sportive Ride (approx. 42km).

For companies who wish to give back to the community, they can also take part in the Business Times Cycle of Hope Corporate Bike Ride, which aims to create awareness of, and raise funds to support, four chosen charity organizations: the Singapore Children’s Society, SportCares, TRUEfund and The Business Times Budding Artists Fund.

For more details, please visit [www.ocbccycle.com](http://www.ocbccycle.com).

**Appendix A**

<b>Friends of OCBC Cycle</b>	
1.	100PLUS Isotonic
2.	Canon
3.	Cortina Watch
4.	Great Eastern Life Assurance
5.	Hotel Jen Orchardgateway Singapore
6.	Ice Mountain Pure Drinking Water
7.	NETS
8.	New Moon
9.	NUH Sports Centre
10.	Orchardgateway
11.	Pearl Izumi
12.	Shimano
13.	Singapore Sports Institute
14.	The Business Times
15.	The Straits Times
16.	Vertex
17.	Volvo

<b>Supporters of OCBC Cycle</b>	
1.	Sport Singapore
2.	Singapore Cycling Federation

**OCBC Cycle 2015 Event Categories and Registration Fees**

<b>CORPORATE REGISTRATION</b>				
<b>Packages</b>	<b>Categories</b>	<b>*Approx Distances</b>	<b>Registration/Package Fees</b>	<b>Amount Donated to Charity</b>
The Business Time 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	

<b>PUBLIC REGISTRATION</b>						
<b>Event Categories</b>	<b>*Approx Distances/Duration</b>	<b>Day</b>	<b>*Flag Off Time</b>	<b>Registration places &amp; fees</b>		
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	30 August 2015 (Sunday)	5.15am	First 20 places	Next 35 places	Last 15 places
				\$38	\$42	\$44
The Sportive Ride	42km	7.00am	5.15am	First 1,250 places	Next 2,150 places	Last 700 places
				\$85	\$99	\$107
The Straits Times Ride	23km	7.00am	7.00am	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 subjected to route confirmation.
- The flag off time for each event category is subjected to change.

### **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).