



MEDIA RELEASE

OCBC BANK JOINS NATIONAL PARKS BOARD IN ADVOCATING A SAFER CYCLING ENVIRONMENT

New 'OCBC-NParks RIDE SAFE Programme' sees OCBC Bank and National Parks Board leading the charge to introduce responsible cycling tips to all park users, especially amongst families and young cyclists

Singapore, 29 June 2015 – Riding safe looks set to be positioned more prominently in the minds of all park users. OCBC Bank and National Parks Board (NParks) will be joining hands to educate cyclists on the importance of safe cycling around pedestrians and other park users through its new 'OCBC-NParks RIDE SAFE' programme. This programme is a safe cycling initiative of OCBC Bank's mass cycling event – OCBC Cycle – which will be held at the Singapore Sports Hub from 29 to 30 August 2015.

Under this new programme, three safe cycling workshops will be conducted annually for three years. There will also be a mass ride with a cycle-in movie each year. Conducted at different parks across the island, the workshops will focus on different aspects of safe cycling including awareness of pedestrians, types of cycling gear and bicycle maintenance. NParks will work with experienced riders from cycling interest groups such as LoveCyclingSG to conduct the workshops and pass on this suite of knowledge.

The inaugural OCBC-NParks Ride Safe programme will be launched on 18 July 2015 (Saturday) at East Coast Park, Parkland Green, with a mass ride and movie night. Experienced trainers from the cycling community will start the session with a simple introduction on the basics of safe cycling. After the session, participants will put the knowledge into good use as they take to the scenic route along the Park Connector Network, spanning 11km from Parkland Green, East Coast Park to Gardens by the Bay East. The event will end with an outdoor movie screening titled Night at the Museum: Secret of the Tomb to encourage bonding among families and friends.

Members of the public can register for the inaugural safe cycling mass event at www.nparks.gov.sg/ocbcnparksridesafe from 29 June 2015 onwards. Registration is free and capped at 200 places. Admission to the outdoor movie screening is complimentary and open to everyone (including non-participants of the mass ride).

"We are happy to work with NParks on this new safe cycling programme, expanding our OCBC Cycle's safe cycling campaign to a larger audience. OCBC first extended

our support for a safe cycling campaign back in 2010, pushing out safe cycling messages to schools and road cyclists. With this new “RIDE SAFE” programme alongside NParks, we now have a more structured programme to spread safe cycling knowledge to more people. We found the right partner in NParks, given our shared passion and commitment to this cause, and our local Park Connectors have over the years attracted many park users and cyclists alike,” said Ms Koh Ching Ching, Head of Group Corporate Communications, OCBC Bank.

Making up the term “RIDE SAFE”, eight simple messages have been crafted to help park users and cyclists understand the importance of safe cycling.

Eight messages featured in the acronyms of RIDE SAFE::

Rest well before you ride
Inspect your gear
Dress to be visible
Exercise courtesy

Stay left
Alert others to danger ahead
Follow at a safe distance
Enjoy your ride

“It is heartening to see local companies taking the lead on safe riding. With the increased use of our park spaces for social and family gatherings, and cycling being established as a popular form of recreation and sport, it is important to share with park users the correct tips on what to do and what to look out for. We are very happy that OCBC Bank has decided to work with us and the cycling community to promote safe cycling in Singapore,” said Ms Kartini Omar, Senior Director, Parks, National Parks Board.

SOCIAL MEDIA ASSETS

Official hashtags: #ocbcnparksridesafe #occbcbank #nparks

Keywords:
OCBC, National Parks Board, safe cycling, ride safe

 **Suggested tweet:** OCBC joins NParks to advocate safe cycling among park users (59 characters)

 **Suggested Facebook post:** OCBC Bank and NParks introduce new initiative to educate park users, especially families and young cyclists, on responsible cycling tips.

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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.

About National Parks Board (NParks)

National Parks Board (NParks) is responsible for providing and enhancing the greenery of our City in a Garden. Beyond building green infrastructure, NParks is actively engaging the community to enhance the quality of our living environment.

NParks manages over 350 parks and 4 nature reserves. Adding to this is the extensive streetscape, or roadside greenery, that forms the backbone of our City in a Garden. An island-wide Park Connector Network is also being developed to link major parks, nature areas and residential estates.

As the lead agency on biodiversity conservation, NParks has developed an urban biodiversity conservation model, which aims to conserve representative eco-systems in land-scarce Singapore. NParks also monitors and

coordinates measures to enhance the presence of biodiversity in our urban landscape.

NParks is working closely with partners in the landscape and horticulture industry to increase productivity, and provide training for all levels of the workforce. Enhancing competencies of the industry will support Singapore's vision of being a City in a Garden.

For more information, visit www.nparks.gov.sg and www.facebook.com/nparksbuzz