

## MEDIA RELEASE

# OCBC CYCLE 2017 INTRODUCES FIRST-OF-ITS-KIND CORPORATE RACE CATEGORY FOR COMPANIES TO COMPETE IN THE NATIONAL STADIUM

*Cyclists can also look forward to the introduction of the Loyal Cyclist Discount on registration fees to reward past participants, themes to spice up the community rides and a uniquely-designed collectible medal*



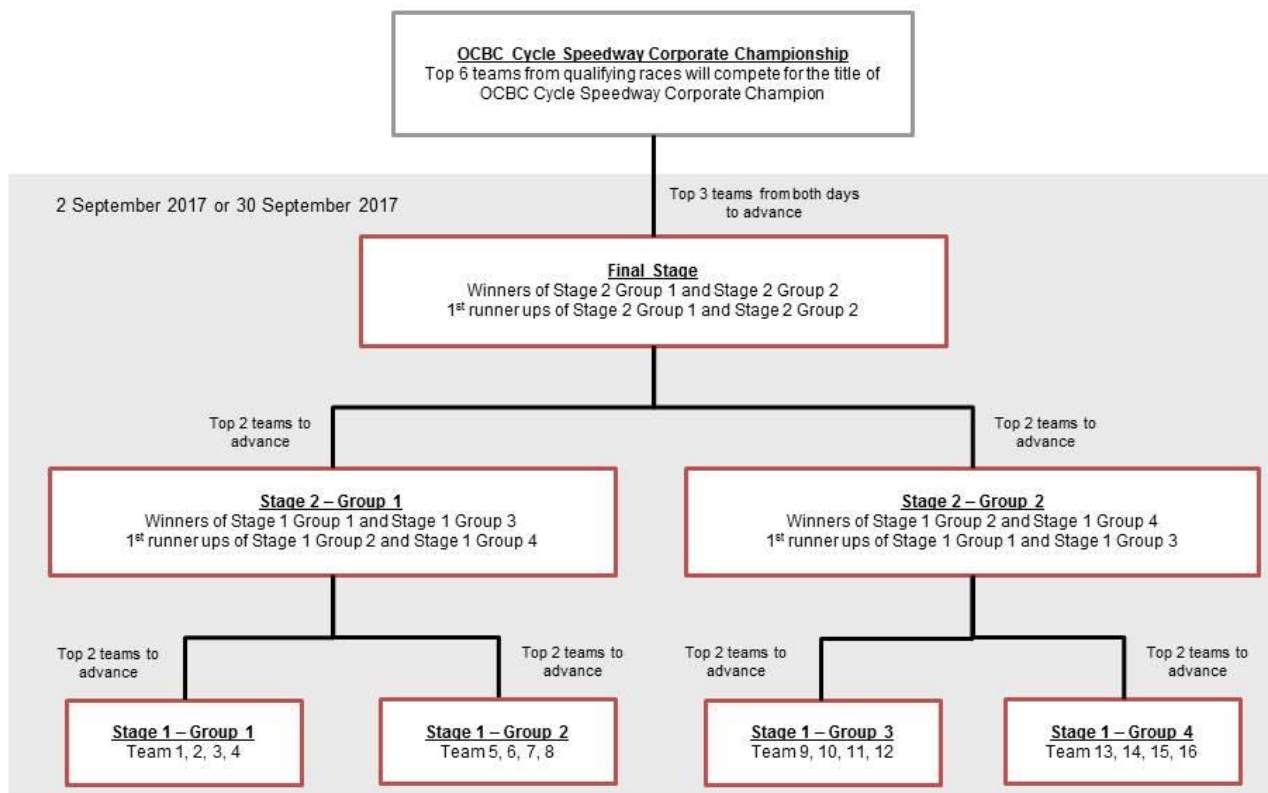
Event launch: (From left) News Editor of The Straits Times, Mr. Marc Lim, President of the Singapore Cycling Federation, Mr. Jeffrey Goh, Group CEO of OCBC Bank, Mr. Samuel Tsien, CEO of Sport Singapore, Mr. Lim Teck Yin, young cyclist Ariel Ow Yong and Editor of The Business Times, Mr. Wong Wei Kong, officiate the launch of OCBC Cycle 2017 at orchardgateway.

**SINGAPORE, 7 July 2017** – OCBC Cycle 2017, Singapore's largest mass cycling event, returns on 18 and 19 November this year at the Singapore Sports Hub with the launch of a new race category for corporates. For the first time in Singapore, companies can pit themselves against one another to vie for top honours at the inaugural OCBC Cycle Speedway Corporate Championship. OCBC Cycle aims to attract 32 companies to participate in this unique race.

Two corporate races will be held on 2 and 30 September on the track of the National Stadium to pick the top six corporate teams – three teams from each day – to move on to the OCBC Cycle Speedway Corporate Championship final on Stadium Drive on 18 November. There will be three qualifying rounds of races on 2 and 30 September each, giving avid corporate cyclists lots of opportunities to race and have fun.



18 November 2017



Each team must consist of four main cyclists and one reserve cyclist

The new OCBC Cycle Speedway Corporate Championship race format mirrors the popular Speedway Championship races for local cycling clubs and South East Asian teams. It features a four-rider team relay where each team is split into two pairs to cycle five 400-metre laps. After the first two riders complete five laps on the 400-metre course, the second pair of riders will be tagged to power through the next five laps. The team with the fastest time recorded when the last rider crosses the finish line will emerge victorious.

Mr Samuel Tsien, Group CEO of OCBC Bank, said: “I am excited to unveil OCBC Cycle 2017, with our new race, new elements and new prizes. OCBC has been the proud sponsor of this one of a kind cycling fiesta since 2009 – an event that captures the spirit of community participation in a healthy exercise that takes us to ride on roads that are closed just for us. For this, we are grateful to have the full support of the Land Transport Authority, Singapore Police Force, Sport Singapore and other government agencies throughout the years. As Singaporeans become increasingly health and environmentally conscious, Singapore has also developed herself to become a more bicycle-friendly city. We have new cycling parks and paths, and more bicycle connections to public transport nodes. OCBC Cycle is a unique community event that brings together a growing pool of cyclists to experience the iconic motoring routes that have been made safe for them. Cycling is now a well-accepted part of our daily lives, and I am pleased that OCBC has played a part to raise the awareness of the fun of cycling.”

Together with Mr Samuel Tsien, Mr Lim Teck Yin, CEO of Sport Singapore, Mr Jeffrey Goh, President of Singapore Cycling Federation, Mr Marc Lim, News Editor of The Straits Times and Mr Wong Wei Kong, Editor of The Business Times, officiated the launch of OCBC Cycle 2017 at orchardgateway.

All the other popular ride 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 Asia and Club Championships – will continue to feature in OCBC Cycle 2017.

### **Popular community rides with new themes**

Riding on rising trend of themed sporting events, the cycling T-shirt for The Straits Times Ride has been specially designed by The Straits Times art desk to resemble a ‘Super Hero’ outfit. Participants of The Straits Times Ride (23km) are encouraged to also deck their bikes, helmets, sunglasses or accessories in the most creative ‘Super Hero’ way. The best dressed ‘Super Hero’ cyclist, selected from selfies posted with the #ocbccycle hashtag across all social media platforms, will win a Casio EXILIM

EX-FR100 Action Cam worth \$629. The winner will be notified in the week of 20 November 2017.

The theme for the Mighty Savers® Kids and Family Rides is 'Bubbly Fun'. Participants can look forward to cycling their way through curtains of endless bubbles. Parents will now have more opportunities to take snapshots of their kids having some bubble-filled fun.

### **Friends of OCBC Cycle**

17 Friends of OCBC Cycle from last year's event, and a returning Friend of OCBC Cycle from 2015, continue to support the event, including:

- Casio – sponsoring action cameras and G-shock watches for the OCBC Cycle 2017 event launch gifts, and the camera prize for the best dressed 'Super Hero' cyclist of The Straits Times Ride.
- Great Eastern – providing free basic insurance coverage for every participant.
- Hotel Jen Orchardgateway Singapore (a returning Friend of OCBC Cycle from 2015) – providing the accommodation for the South East Asia cyclists participating in the OCBC Cycle Speedway South East Asia Championship.
- Polar – sponsoring vouchers and sports towels for the OCBC Cycle 2017 launch gift bag, and conducting a fitness bootcamp as a lead-up activity.
- Volvo – bringing participants on a food excursion to local and unusual food stops in a brand new Volvo Makan Trail, introducing participants to popular locations where cyclists can rest and enjoy great hawker food.

All Friends of OCBC Cycle 2017 (refer to full list in Annex D) will give participants great experiences and deals, from exclusive promotions for OCBC Cycle participants, to prizes that the public can stand to win, to workshops and activities that participants can take part in for a small donation of \$6 to charity (refer to Annex B for full list of lead-up workshops and activities).

### **#OCBCCares for the community through cycling**

Over the years, OCBC Cycle has been giving back to the community by encouraging participants to support the underprivileged while engaging in their favourite leisure activity. This year, OCBC Cycle is partnering these four organisations:

- NUHS Fund Limited
- SportCares Foundation
- The Business Times Budding Artists Fund
- TODAY Enable Fund

The Business Times Cycle of Hope Corporate Bike Ride has been popular among companies as it not only gives their employees the chance to bond over cycling as an activity but also channels a significant portion of the registration fees to the charity causes supported by OCBC Cycle. The company with the largest donation will be given the OCBC Cycle 2017 Largest Donor Award.

Companies that are keen to involve employees in The Business Times Cycle of Hope Corporate Bike Ride can choose to ride in either The Straits Times Ride or The Sportive Ride categories. The company whose participants clock the most mileage – adding up the total achieved mileage from both community rides – will win the OCBC Cycle 2017 Longest Distance Award.

Another new component of OCBC Cycle is the #OCBCCares Charity Bazaar sale, featuring a treasure trove of trinkets and other craftwork made by the beneficiaries and staff of the above organisations. Besides making their appearance at the event launch today, the items will also be available at the main event on 18 and 19 November. All proceeds will go directly to the beneficiaries of these causes.

OCBC Cycle participants are also invited to volunteer to teach underprivileged children cycling as a life skill at the 'Teach A Child To Cycle' programme.



### **Rewarding Loyalty**

OCBC Cycle is introducing a Loyalty Cyclist Discount for past participants for the first time. Participants who rode in the non-competitive rides of OCBC Cycle 2015 or 2016 will enjoy the Loyal Cyclist Discount of S\$3 off the registration fee when they sign up online for any OCBC Cycle 2017 non-competitive rides. For example, those who participated in The Straits Times Ride previously, and would now like to cycle in The Sportive Ride and The Mighty Savers® Family Ride with a child, will get a total discount of \$6. In addition, a further 10% discount will be applied if payment is made with an OCBC credit or debit card.

### **Loyalty Medal**

The OCBC Cycle 2017 participation medal has been designed to look like an abstract bicycle gear. Cyclists who participate in the next three editions of OCBC Cycle – OCBC Cycle 2017, 2018 and 2019 – will collect three medals to form a complete gear. Every three consecutive years, the OCBC Cycle medals can be combined to form something new, fun and meaningful.

### **Registration**

The first cyclist who registered at the event launch at orchardgateway received a gift bag worth \$888.90, which included a Casio EXILIM EX-FR100 Action Cam worth \$629, orchardgateway shopping vouchers worth \$200, Polar vouchers worth \$50 and a Polar sports towel worth \$9.90. The next 299 cyclists to register will receive registration fee discounts of up to 25% and get gift bags containing items like Polar sports towels and vouchers. (Refer to Annex A and C).

Online registration starts on 10 July at 10.00am. Visit [www.ocbccycle.com](http://www.ocbccycle.com) for more information.

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## SOCIAL MEDIA ASSETS

Official hashtags: #ocbcbank #ocbccycle

Keywords:

OCBC, OCBC Cycle, Speedway



**Suggested tweet:** OCBC Cycle 2017 introduces first-of-its-kind corporate race category for companies to compete in the national stadium



**Suggested Facebook post:** OCBC Cycle 2017 introduces a first-of-its-kind corporate race category for companies to compete in the National Stadium – the OCBC Cycle Speedway Corporate Championship. Cyclists can also look forward to the introduction of the Loyal Cyclist Discount on registration fees to reward past participants, themes to spice up the community rides and a uniquely-designed collectible medal for repeat participants! For all other updates on OCBC Cycle, follow @OCBCCycle on Twitter and Instagram and “like” facebook.com/ocbccycle on Facebook.

## ANNEX A

### OCBC Cycle 2017 Pricing

EVENT CATEGORIES	DAY	REGISTRATION PLACES & PRICES (SGD)		
MIGHTY SAVERS® KIDS RIDE (2 – 3 YEARS OLD)	18 NOVEMBER 2017 (SATURDAY)	FIRST 10 PLACES	NEXT 20 PLACES	LAST 10 PLACES
		\$23	\$27	\$28
MIGHTY SAVERS® KIDS RIDE (4 – 5 YEARS OLD)		FIRST 15 PLACES	NEXT 30 PLACES	LAST 15 PLACES
		\$23	\$27	\$28
MIGHTY SAVERS® KIDS RIDE (5 – 7 YEARS OLD)		FIRST 20 PLACES	NEXT 40 PLACES	LAST 20 PLACES
		\$36	\$38	\$40
MIGHTY SAVERS® KIDS RIDE (8 – 9 YEARS OLD)		FIRST 15 PLACES	NEXT 30 PLACES	LAST 15 PLACES
		\$36	\$38	\$40
MIGHTY SAVERS® KIDS RIDE (10 – 12 YEARS OLD)		FIRST 15 PLACES	NEXT 30 PLACES	LAST 15 PLACES
		\$38	\$42	\$44
MIGHTY SAVERS® FAMILY RIDE (5 – 8 YEARS OLD)		FIRST 20 PLACES	NEXT 40 PLACES	LAST 20 PLACES
		\$70	\$74	\$78
MIGHTY SAVERS® FAMILY RIDE (9 – 12 YEARS OLD)		FIRST 15 PLACES	NEXT 30 PLACES	LAST 15 PLACES
		\$74	\$82	\$86



THE SPORTIVE RIDE	19 NOVEMBER 2017 (SUNDAY)	FIRST 850 PLACES \$85	NEXT 1650 PLACES \$99	LAST 850 PLACES \$107
THE STRAITS TIMES RIDE		FIRST 350 PLACES \$45	NEXT 660 PLACES \$59	LAST 350 PLACES \$67

## ANNEX B

### Lead-up Workshops and Activities

S/No	Activities	Date of activities	Time
1.	Polar Fitness Bootcamp	5 Aug, Sat	7:30am - 9:30am
2.	Café Bike Crawl	12 Aug, Sat	8am - 1pm
3.	Volvo Makan Trail	26 Aug, Sat	8:30am - 1:30pm
4.	Teach a Child to Cycle	2 Sept, Sat	9am - 1pm
5.	Teach a Child to Cycle	9 Sept, Sat	9am - 1pm
6.	Injury Management Talk @ NUH	16 Sept, Sat	8:30am - 10am
7.	Café Bike Crawl	16 Sept, Sat	8am - 1pm
8.	Teach A Child To Cycle - Cycling Trip	23 Sept, Sat	9:30am - 1:30pm
9.	Volvo Makan Trail	7 Oct, Sat	8:30am - 1:30pm
10.	Cycle Cook-Off, presented by Singapore Sports Institute	7 Oct, Sat	9am - 12pm
11.	Get Your Body Cycle Ready Workshop, presented by Singapore Sports Institute	21 Oct, Sat	9am - 11am
12.	Cycle Cook-Off, presented by Singapore Sports Institute	28 Oct, Sat	9am - 12pm

## ANNEX C

### Registration Promotion

TODAY'S LAUNCH PROMOTION		
NO. OF REGISTRANTS	DISCOUNT OFF REGISTRATION FEES	EVENT LAUNCH GIFTS (SGD)
1 <sup>ST</sup>	25%	orchardgateway shopping voucher (worth \$200) Casio EXILIM EX-FR100 Action Cam (worth \$629) Polar voucher (worth \$50) Polar sports towel (worth \$9.90)  Total gifts worth \$888.90
2 <sup>ND</sup> – 5 <sup>TH</sup>	25%	orchardgateway shopping voucher (worth \$100) G-Shock GA-700-1ADR (worth \$169) Polar voucher (worth \$50) Polar sports towel (worth \$9.90)  Total gifts worth \$328.90
6 <sup>TH</sup> – 10 <sup>TH</sup>	25%	orchardgateway shopping voucher (worth \$100) Polar Loop (worth \$149) Polar voucher (worth \$50) Polar sports towel (worth \$9.90)  Total gifts worth \$308.90
11 <sup>TH</sup> – 50 <sup>TH</sup>	25%	orchardgateway shopping voucher (worth \$50) Polar Loop (worth \$149) Polar voucher (worth \$50) Polar sports towel (worth \$9.90)  Total gifts worth \$258.90
51 <sup>ST</sup> – 75 <sup>TH</sup>	15%	orchardgateway shopping voucher (worth \$50) 2XU compression shorts (worth \$139) Polar voucher (worth \$50) Polar sports towel (worth \$9.90)  Total gifts worth \$248.90
76 <sup>TH</sup> – 88 <sup>TH</sup>	15%	orchardgateway shopping voucher (worth \$50) 2XU sports cap (worth \$29) Polar voucher (worth \$50) Polar sports towel (worth \$9.90)  Total gifts worth \$138.90

89 <sup>TH</sup> – 175 <sup>TH</sup>	10% + 10% (OCBC Card Member)	2XU sports cap (worth \$29) Polar voucher (worth \$50) Polar sports towel (worth \$9.90)  Total gifts worth \$88.90
176 <sup>TH</sup> – 300 <sup>TH</sup>	10% + 10% (OCBC Card Member)	Polar voucher (worth \$50) Polar sports towel (worth \$9.90)  Total gifts worth \$59.90
301 <sup>ST</sup> ONWARDS	10% + 10% (OCBC Card Member)	

**ANNEX D**  
**Friends of OCBC Cycle**

1	100PLUS	The hydration partner of OCBC Cycle 2017.
2	2XU	The compression wear partner of OCBC Cycle 2017.
3	CASIO	The action camera and watch partner of OCBC Cycle 2017.
4	Great Eastern	The insurance partner of OCBC Cycle 2017.
5	Hotel Jen Orchardgateway Singapore	The hotel partner of OCBC Cycle 2017.
6	Ice Mountain	The water partner of OCBC Cycle 2017.
7	Loue Bicycles	The bikefit partner of OCBC Cycle 2017.
8	National University Hospital	The sports medical partner of OCBC Cycle 2017.
9	NETS	The e-payments partner of OCBC Cycle 2017.
10	OCBC 365 Credit Card	The credit card partner of OCBC Cycle 2017.
11	orchardgateway	The shopping mall partner of OCBC Cycle 2017.
12	Polar	The wearable technology partner of OCBC Cycle 2017.
13	Shimano	The performance equipment partner of OCBC Cycle 2017.
14	Singapore Sports Institute	The sports and nutrition partner of OCBC Cycle 2017.
15	The Business Times	A charity partner of OCBC Cycle 2017.
16	The Straits Times	An event partner of OCBC Cycle 2017.
17	Vertix	The wireless communications partner of OCBC Cycle 2017.
18	Volvo	The vehicle partner of OCBC Cycle 2017.

## 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 Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore and the Asia Pacific by The Asian Banker.

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 more than 610 branches and representative offices in 18 countries and regions. These include the 340 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and over 100 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

OCBC Bank's private banking services are provided by its wholly-owned subsidiary Bank of Singapore, which operates on a unique open-architecture product platform to source for the best-in-class products to meet its clients' goals.

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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