



## **REGISTRATIONS FOR KEY OCBC CYCLE MALAYSIA 2013 CATEGORIES CLOSE AHEAD OF TIME**

*The Challenge (48km) and The Community Ride (24km) at Maximum Capacity*

**KUALA LUMPUR, 21 NOVEMBER 2012**– Spectrum Worldwide, event owner and organiser of *OCBC Cycle Malaysia 2013*, today announced the close of registration for *The Challenge (48km)* and *The Community Ride (24km)* after both ride categories reached their maximum capacity of cyclists well ahead of the 10 December closing date.

To date, over 5,000 participants have registered for the highly anticipated sequel to Malaysia's largest mass participation cycling event on closed public roads. *OCBC Cycle Malaysia 2013* will take place from 11-13 January with the iconic Kuala Lumpur City Centre (KLCC) as the new starting point for its 12.1km looping route.

"With more than 3,500 participants signing up last year, we set a target of 5,000 for the 2013 edition. I am delighted with this overwhelmingly positive response and it's certainly a great achievement for just the second edition of our event," said Chris Robb, Managing Director, Spectrum Worldwide.

"With just under two months until *OCBC Cycle Malaysia 2013*, we are just as excited as our participants and we are confident that our thorough preparations will ensure all cyclists experience the ride of their lives come January," he added.

Jeffrey Chew, Director & CEO, OCBC Bank (Malaysia) Berhad added that the Bank was pleased with the clear demonstration of cycling's increasing popularity in Malaysia.

"The huge response clearly shows an upsurge of cycling in Malaysia. *OCBC Cycle Malaysia* has successfully added to this growing momentum, which bodes well for us given that OCBC

Bank has always regarded itself as a responsible member of the community committed to encouraging Malaysians to lead active and healthy lifestyles. These fantastic registration numbers certainly do justice to our investment in this meaningful cause,” he said.

While there may be participants disappointed at missing out on *The Challenge (48km)* and *The Community Ride (24km)*, Robb highlighted that spots were still open for *The Corporate Charity Challenge (48km)*, an extension to *The Challenge (48km)* category that allows teams of four to ride and raise funds for the event’s three official charities.

“Cyclists who relish the testing 48km distance can still register in teams of four and ride in *The Corporate Charity Challenge*. This category offers the same challenge but with the added bonus of contributing meaningfully to those in need. Given the surge in registration, those who are interested should not wait but sign up immediately,” he said.

Teams of four can register for *The Corporate Charity Challenge (48km)* at RM5,000 per team, of which RM4,500 is donated back to *OCBC Cycle Malaysia 2013*’s three official charities: The National Autism Society of Malaysia (NASOM), The Budimas Charitable Foundation, and the National Cancer Society Malaysia (NCSM). Registered participants can also donate through the *Simply Giving* website. *OCBC Cycle Malaysia 2013* is targeting to raise funds of up to RM100,000.

*OCBC Cycle Malaysia 2013* also caters for the youngest of cyclists on two, or three, wheels and spots in the various kids’ rides remain open. *The Tricycle Ride (100m)* gives children between the ages of two and five a chance to participate, while *The Kids’ Ride (5.5km)* is open to children from five to nine years old. *The Junior Challenge*, a 30-minute ride for those aged ten to twelve years, has also been added to the 2013 schedule. Registration for all kids’ rides remains open until 10 December.

Registration fees for *OCBC Cycle Malaysia 2013* start from RM22. For registration and event information, visit [www.ocbc.cyclemalaysia.com.my](http://www.ocbc.cyclemalaysia.com.my)

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## **About Spectrum Worldwide**

Spectrum Worldwide is a leading event management and experiential marketing company operating throughout the Asia Pacific region. For more than 20 years, Spectrum Worldwide has created and managed tailored experiences that not only bring to life our clients' brands, but also provide opportunities for companies to showcase their core values in a memorable and compelling way.

Through long-standing partnerships with multi-national companies throughout the region, Spectrum Worldwide has consistently delivered groundbreaking, iconic events including OCBC Cycle Singapore and OCBC Cycle Malaysia, the Standard Chartered Marathon, Red Bull Flugtag Singapore, and the Singapore Red Bull Speed Street Singapore and KL. Spectrum's approach centres on understanding clients' needs, and designing and delivering the best event solutions based on our years of experience.

For more information, go to: [www.sww.com.sg](http://www.sww.com.sg)

## **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. It is also ranked by Bloomberg Markets as the world's strongest bank.

OCBC Bank and its subsidiaries offer a broad array of specialist financial 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 a network of over 500 branches and representative offices in 15 countries and territories, including more than 400 branches and offices in Indonesia that are operated by its subsidiary, Bank OCBC NISP.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia by assets. Its asset management subsidiary, Lion Global Investors, is

one of the largest private sector asset management companies in Southeast Asia. Private banking services are provided by subsidiary Bank of Singapore, which has been ranked among the top three private banks in Singapore.

OCBC Bank offers Islamic banking products and services in Malaysia through its wholly-owned subsidiary, OCBC Al-Amin Bank Berhad.

For more information, please visit [www.ocbc.com](http://www.ocbc.com)