

OCBC CYCLE MALAYSIA PARTICIPANTS DOUBLE IN SECOND YEAR

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More than 5,000 Cyclists Take Part in Malaysia's Largest Mass Participation Cycling Event

KUALA LUMPUR, 20 JANUARY 2013 – OCBC Cycle Malaysia, Malaysia's largest mass participation cycling event on closed public roads, returned for its sophomore instalment to much aplomb as more than 5,000 cyclists took to the streets of Kuala Lumpur, nearly doubling the number of participants from its inaugural instalment in 2011 which gathered some 3,500 riders. The three-day cycling extravaganza, from 18-20 January, took place this year at the Kuala Lumpur City Centre (KLCC) against the backdrop of the iconic Petronas Twin Towers. With Suria KLCC as its starting point, the route offered cyclists a combination of challenge and scenic vantage points to savour. Coupled with its Cycling and Lifestyle Village at The Intermark, the event drew thousands of locals, visitors, and tourists over the three days.

Chris Robb, Managing Director, of event organiser Spectrum Worldwide lauded the outcome of this year's event. He said, "On the back of the phenomenal response we received back in 2011, we are absolutely delighted that OCBC Cycle Malaysia 2013 has raised the benchmark even further by doubling the number of riders. The spirit of cycling is obviously blossoming in Southeast Asia and we look forward to even bigger things next year."

"Our vision for OCBC Cycle Malaysia has always been to ignite the popularity for the sport. With the growth we have seen from two instalments, this bodes well for Malaysian cycling as well as for the region. We want to acknowledge our title sponsor OCBC Bank, whose support has been the backbone of the Cycle platform both in Malaysia and the rest of Asia. A big thanks also to the Minister of Youth and Sports, Dato' Sri Ahmad Shabery Cheek; the Mayor of Kuala Lumpur, Datuk Haji Ahmad Phesal Talib and the team at DBKL, KLCC Properties Holding Bhd, all our sponsors, and the Traffic Police; without their valuable support, this event would not have been possible," he added.

Today's proceedings began at 6.15am with The Challenge (48km) category, enjoyed by over 2,000 riders. At 8.30am, both Minister of Youth and Sports Dato' Sri Ahmad Shabery Cheek and the Mayor of Kuala Lumpur, Datuk Haji Ahmad Phesal Talib flagged off The Community Ride (24km). The minister then got on his bike and rode out with some 2,500 participants, much to the excitement of the crowd.

OCBC Bank Malaysia Berhad (OCBC) Director & CEO Mr. Jeffrey Chew, who led the bank's contingent in The Challenge (48km) category also expressed his delight. OCBC has invested more than RM2million toward OCBC Cycle Malaysia 2013.

"OCBC Cycle Malaysia 2013 has truly surpassed our expectations in terms of how popular the platform has grown in just over two years. This is wonderful for cycling as a sport because it endears to all facets of society and encourages a healthier and more environmentally conscious way of living. It gives us at OCBC great delight in investing toward these values and bringing our communities closer together," said Chew.

Along with the competitive and community ride events, OCBC Cycle Malaysia 2013 also saw the return of the Foldies Community Ride, which attracted some riders of the popular folding bicycle. The Corporate Charity Challenge, along with voluntary donations via the Simply Giving website, raised RM100,000 for the National Cancer Society Malaysia (NCSM), Budimas Charitable Foundation, and National Autism Society of Malaysia (NASOM).

Supported by DBKL, Ministry of Youth and Sports, MYCEB and endorsed by the Malaysian National Cycling Federation, OCBC Cycle Malaysia is also supported by DoubleTree by Hilton Kuala Lumpur, Shimano, F2P, Thule, 100PLUS, Volkswagen, Gleneagles Kuala Lumpur, Great Eastern, Men's Health, Cycling Malaysia Magazine, BaikBike.com and The Star.

For more information, visit www.ocbc.cyclemalaysia.com.my