



## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

## **FUN FOR THE WHOLE FAMILY AT OCBC CYCLE MALAYSIA2011**

### ***HUNDREDS OF CHILDREN PARTICIPATE IN MIGHTY SAVERS™ KIDS RIDES***

**KUALA LUMPUR, 15 October 2011** –Dataran Merdeka was overtaken by children on bicycles today, as hundreds of young cyclists took part in the in the opening day of OCBC Cycle Malaysia. The 4km Mighty Savers™ Kids Rides and 100m Tricycle Ride got the cycling action underway this afternoon, while families were also treated to a fun-filled day out at Avenue K where OCBC Cycle Malaysia hosted its Cycling & Lifestyle Village.

“We are delighted that the opening day of OCBC Cycle Malaysia delivered a wholesome and fun experience for parents and children alike, whether they were cycling or just watching from the sidelines,” said Chris Robb, Managing Director, Spectrum Worldwide.

Participants in the 100m Tricycle Ride, which flagged off at 4.30pm, had the distinct privilege of being the first group to cycle through the streets of Kuala Lumpur, before the 4km Mighty Savers™ Kids Ride followed shortly after. The rides proved a big hit with all the children, who were obviously bursting with excitement at the opportunity to ride their bicycles with so many of their friends. Their parents were equally as supportive, busy cheering and taking photographs of their little ones.

“This is a very fun family event, particularly for the kids. I’m so happy for Brandon because he’s decided to take up my passion for cycling,” said Charles Kong, whose son Brandon participated in the Mighty Savers™ Kids Ride (8-9 years category).

Lionel Chou, whose son Joel completed the Mighty Savers™ Kids Ride (6-7 years category) said, “This is the first time we’ve decided to join such a fun cycling event as a family. Joel was really looking forward to the ride as he was keen to prove to us what a good cyclist he is. I’m so proud of him,” Chou said.

As part of its Corporate Social Responsibility efforts, OCBC Bank donated 16 Polygon bikes to the children from Home of Peace, a day care centre for underprivileged children. The



young cyclists had the experience of a lifetime as they took part in the 4km Mighty Savers™ Kids Rides. Justine Morais, the home's director, thanked the sponsors for the special opportunity.

“The children were so blessed to be able to cycle these brand new bikes with all these other children. Such occasions are a rarity for these kids and we are truly grateful to OCBC for thinking of us and putting a smile on the children’s faces.”

A celebrative atmosphere surrounded the Cycling and Lifestyle Village at Avenue K, which was packed with hundreds of participants collecting their Cycle Packs, with spectators, and onlookers joining in on the fun. The participants were then treated to a special meet-and-greet session with Anuar Manan and the Terengganu Pro-Asia cycling team, who autographed jerseys, T-shirts, and posters.

Booths at the expo included OCBC Cycle Malaysia’s sponsors such as Kenny Heights, Doubletree by Hilton, Shimano, F2P, BaikBike.com, Polygon, MixFM, 100Plus, The Expat Group, Cycling Malaysia Magazine, the New Straits Times, Berita Harian, and Gleneagles Kuala Lumpur. Avenue K is the official venue sponsor for OCBC Cycle Malaysia.

Dato’ Jeff Yap, Executive Director of Kenny Heights lauded the event’s success. “For its first year, the response to OCBC Cycle Malaysia has been tremendously successful. In addition to this wonderful cycling event for the whole family, having the top Malaysian cyclists blazing through Kuala Lumpur city centre in the Kenny Heights Ultimate City Race 2011 is certainly another meaningful occasion to be witnessed by all participants, cycling enthusiasts and spectators. We look forward to seeing all the spectators cheering on their cycling heroes tomorrow. We are also delighted to have hosted the Cycle Pack Collection and Lifestyle Village at the Avenue K over the last two days to provide yet another comfortable experience for all participants to collect their cycle packs at Avenue K.”

Tomorrow’s itinerary kicks off at 6.30am with The Challenge (52km), The Community Ride (21km), and the Kenny Heights Ultimate City Race 2011 at Dataran Merdeka, which will see close to 100 national cyclists compete in a thrilling criterium to bring the 2011 event to a close.



With more than 3,500 participants taking part, OCBC Cycle Malaysia is the largest mass-participation cycling event on closed roads in Malaysia, which offers rides for everyone from beginner to professional.

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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 the annual OCBC Cycle Singapore, the Standard Chartered Marathon Singapore and most recently the 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.spectrumworldwide.com.sg](http://www.spectrumworldwide.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.

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Flagging off the children's rides.