



## NEWS RELEASE

# OCBC CYCLE MALAYSIA 2013 LAUNCHES THRILLING CRITERIUM CATEGORIES

*Competitive categories cater to cyclists looking for a greater challenge*

**KUALA LUMPUR, 10 DECEMBER 2012** – A selection of the best cyclists from Malaysia, Singapore and Indonesia will get the opportunity to pit their skills against each other following the announcement of the *Men's Open*, *Women's Open* and *Masters' Criteriums* at OCBC Cycle Malaysia 2013.

Event owner and organizer, Spectrum Worldwide, is working closely with the Malaysian National Cycling Federation (MNCF) in preparation for the Criteriums to be staged at OCBC Cycle Malaysia 2013. It is expected that a number of Malaysia's top professional cyclists will be racing in the *Men's Open Criterium* as well as elite riders from Indonesia and Singapore; including members of the OCBC Singapore Continental Cycling Team.

Along with the invited elite cyclists, a limited number of *Men's Open Criterium* spots are available from today for cyclists interested in testing themselves against some of Asia's top riders. The *Women's Open and Masters' Criterium* will form one race with registration also opening today.

Both Criteriums will be staged on Saturday, 12 January on a thrilling 1.7km circuit under the shadow of the Petronas Twin Towers at KLCC, the iconic new venue for *OCBC Cycle Malaysia 2013*. The *Women's Open and Masters' Criterium* will start at 4.45pm and race for 45 minutes whilst the *Men's Open Criterium* will start at 5.45pm and last 60 minutes. Participants aged 18 and above can register for the *Women's Open Criterium* and *Men's Open Criterium* while participants over 40 years of age and above are eligible for the *Masters' Criterium*.

“Following the success of the inaugural *OCBC Cycle Malaysia*, we received plenty of feedback from participants both in our post-event survey and across our social media platforms. A number of participants requested the inclusion of a competitive ride to complement the already popular mass participation categories,” said Chris Robb, Managing Director, Spectrum Worldwide.

“The introduction of the more competitive Criterium format to *OCBC Cycle Malaysia 2013* certainly brings another exciting element to the event and it’s fantastic that we’re able to host some of the region’s top riders. We’ve also intentionally scheduled the Criteriums to take place on the Saturday, allowing those who have already registered for either *The Challenge (48km)* or *The Community Ride (24km)* on the Sunday to still ride on both days should they choose to do so,” Robb added.

The top finishers in each Criterium, including a ‘King of the Sprints’ classification in the *Men’s Open Criterium*, will win prizes, or *primes*, with the total prize money amounting to RM8,700. Participants should also be aware that any lapped riders in the Criteriums will be removed from the course so they are advised to consider their ability to race competitively before registering.

“Healthy competition often brings out the best in us, whether it is in sport or our professional lives. How we rise to challenges and overcome obstacles reflects our outlook and desire for excellence. This healthy competition is certainly something that OCBC Bank encourages and I look forward to watching the exciting Criterium action on Saturday, 12 January,” said Jeffrey Chew, Director & CEO, OCBC Bank (Malaysia) Berhad.

## **Registration**

### **Women’s Open and Masters’ Criterium**

Registration opens today with an entry fee of RM150 (OCBC and loyalty discounts will still be applicable) and closes on 24 December.

The *Women’s Open and Masters’ Criterium* will be restricted to 50 cyclists. Registration will be confirmed on a first come, first served basis.

### **Men’s Open Criterium**

Cyclists must submit their cycling 'track record', or any other supporting documents, to [info@cyclemalaysia.com.my](mailto:info@cyclemalaysia.com.my) with **Men's Open Criterium** as the Subject Line by 17 December. All cyclists will be individually notified about their application by 24 December. Successful applicants must then register online and pay the entry fee of RM150 by 28 December (OCBC and loyalty discounts will still be applicable).

To register or for more 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.

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