



PRESS RELEASE

For Immediate Release

SPORTS MINISTER: "ON YOUR BIKE, MALAYSIA!"

Sports Minister urges full participation in nation's largest-ever mass participation cycling event, OCBC Cycle Malaysia

Kuala Lumpur, 25 August 2011 – Youth & Sports Minister Yang Berhormat Dato' Sri Ahmad Shabery Cheek today called on Malaysians of all walks of life to come out in full force to participate in what is set to become the nation's largest ever mass participation cycling event, *OCBC Cycle Malaysia*.

The event takes place from 14-16 October 2011 starting at Dataran Merdeka and provides opportunities to ride for both professional and amateurs ranging from toddlers to serious cycling enthusiasts.

Speaking at a press conference at the Doubletree by Hilton to announce the Ministry's support and endorsement of the event, he said the sport of cycling has grown in popularity over the past few years and the event is timely considering the demand for city road events such as this.

The event is owned and organised by Spectrum Worldwide and title-sponsored by OCBC Bank (Malaysia) Berhad.

"I am pleased to note that since its soft launch about a month ago, about 2,000 people have already registered for *OCBC Cycle Malaysia* and the target, I am told, is to have at least twice that number to participate on the actual day. Still, I am confident there are a lot more cycling enthusiasts out there and the organisers should be able to hit the 5,000 mark without too much difficulty," he said.

OCBC Bank (Malaysia) Berhad has committed more than RM2 million toward the event, which is premised on a similar effort that has been running in Singapore the past three years, *OCBC Cycle Singapore*.

Unlike other cycling events on the circuit calendar, the three-day affair aims to promote cycling as a sport and wholesome activity for cyclists of any skill level, allowing them to do so on closed roads in the heart of the city.

Mr Jeffrey Chew, Director & CEO, OCBC Bank (Malaysia) Berhad, said the RM2 million investment is in line with the Bank's corporate values and quest to contribute actively to the community in a wholesome manner.

"At OCBC Bank, we believe in investments that bear significant returns for our customers. I am excited about the launch of *OCBC Cycle Malaysia*, which gives us an ideal platform to promote not only a healthy lifestyle, but also the spirit of teamwork and togetherness, hallmarks of our national culture. This also augurs well for the practice of OCBC's core values, and is in line with our

ongoing commitment to engage more significantly with the community. I hope to see many more take part in the event,” he said.

Following the success of *OCBC Cycle Singapore* in the past three years, OCBC Bank and Spectrum Worldwide decided to stage *OCBC Cycle Malaysia*, starting this year. Endorsed also by the Malaysian National Cycling Federation (MNCF), the event is designed to promote an active and healthy lifestyle among people of all ages and fitness levels.

Mr Chris Robb, Managing Director, Spectrum Worldwide, anticipates *OCBC Cycle Malaysia* will be a hit among Malaysians.

“*OCBC Cycle Malaysia 2011* will offer Malaysians the opportunity to participate in a cycling event that caters to their individual skill levels. Whether they are keen cyclists or children learning to ride a bike, it will be an enjoyable time for anyone who basks in the sheer pleasure of cycling.

“Given the growing popularity of the sport and success of the national track team, we believe we will be able to attract the targeted 3,000 to 5,000 participants – making *OCBC Cycle Malaysia* the largest non-professional cycling event in Malaysia,” he said

OCBC Cycle Malaysia 2011 will comprise four distance categories ranging from 100m to 52km, making the three-day event accessible to both serious amateurs and beginner riders. The 100m Tricycle Ride is specially designed for children between the ages two and five while the Mighty Savers™ Kids Ride (4km) is open to children from six to 12. Beginners and families who wish to participate in *OCBC Cycle Malaysia* can sign up for The Community Ride (21km). The Challenge (52km) is open to participants over the age of 14.



L-R: Mr Jeffrey Chew, Director & CEO of OCBC Bank (Malaysia) Berhad, Yang Berhormat Dato’ Sri Ahmad Shabery Cheek, Youth & Sports Minister, and Chris Robb, Managing Director, Spectrum Worldwide.



The rides will flag off from Dataran Merdeka and take participants through the streets and iconic landmarks of Kuala Lumpur such as the PWTC, KL Tower, Bukit Nanas Forest Reserve and KLCC.

The *OCBC Cycle* series was launched in 2009 in Singapore against the backdrop of one of the worst financial crises because of OCBC Bank's belief in giving back to the community in good and bad times. The event in Singapore grew from 5,000 cyclists in its first year to more than 10,000 cyclists this year, and featured the likes of top Malaysian cyclist Anuar Manan of Terengganu Pro-Asia. Both OCBC Bank and Spectrum Worldwide gauged a similar trend in the popularity of cycling in Malaysia, buoyed significantly by the success of the national cycling team.

Apart from title sponsor OCBC Bank, *OCBC Cycle Malaysia* is also supported by sponsors Doubletree by Hilton, Shimano, F2P, BaikBike.com, Polygon, MixFM, 100Plus, The Expat Group and Cycling Malaysia Magazine with Spectrum Worldwide expected to announce additional event partners in upcoming weeks.

Registration for *OCBC Cycle Malaysia 2011* is currently open with registration fees starting from RM27. Interested parties can go to www.ocbc.cyclemalaysia.com.my to register.

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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 ground-breaking, 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



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 five global private banks in Asia.

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