

Great Eastern Women's Run Returns

Asia's Largest All-Women Run will feature a new programme - #RuntoLiveGreat, to encourage women to take the first step towards healthier and better living

Singapore, 04 Jun 2014 - Asia's largest all-women run returns, underlining Great Eastern's continued commitment to helping women live well and stay healthy.

A key highlight of this year's run is the introduction of a new programme - #RuntoLiveGreat, to encourage non-runners to take that first step towards healthier and better living. The full-fledged programme will challenge 50 pairs of women to step forth and commit themselves to a healthier lifestyle by attending various training sessions, fringe activities and eventually complete a run of any race distance on event day. The 50 participating pairs simply need to submit a photo of themselves and their running partners, telling organisers what Live Great means to them and their reasons for participating in the #RuntoLiveGreat Programme together.

In return, each of the participants will receive a complimentary #RuntoLiveGreat kit worth up to S\$350, comprising an adidas workout T-shirt, a pair of New Balance running shoes, a Polar Loop activity tracker and tailored exercise programme including complimentary all-access to three pre-assigned Great Eastern Women's Run fringe activities. For more information about the #RuntoLiveGreat Programme, please [refer to Appendix A](#).

The Great Eastern Women's Run is commissioned by Great Eastern and organised by HiVelocity Events Pte Ltd. This year, the Run will flag off and end at The Float@Marina Bay on Sunday, 9 November 2014. The Great Eastern Women's Run will feature three race distances - 5km Live Great! Fun Run, 10km and 21.1km, accommodating to female runners of all levels. Apart from the individual race category, participants can also opt to run with a partner by registering for two at a discounted rate. In addition, participants from the same company also have the option of signing up in teams of four under the corporate category.

This year's race route will cover familiar iconic landmarks including Gardens by the Bay, Marina Bay Sands, Merlion Park, Esplanade, Singapore Flyer, F1 Pit Building. Runners can also look forward to running past the new Sports Hub. There will be 17,000 slots available for the Run and registration will close once all slots are filled.

"As a LIFE company, Great Eastern has always championed better living and the Great Eastern Women's Run has been an excellent platform for women of all ages and capabilities to pledge their commitment to a healthier lifestyle," said Dr Khoo Kah Siang, CEO (Singapore), Great Eastern Life. "This year, we would like to acknowledge every woman taking part in the run by celebrating all the small steps taken to be active. In order to inspire more women to keep fit, we are excited to launch the #RuntoLiveGreat Programme this year to provide support every step of the way."

The official launch of Great Eastern Women's Run 2014 takes place this weekend on 7th and 8th June, from 11am to 8pm at 313 Somerset. Participants who register on-site will receive a complimentary Runner's Readiness Test by Tan Tock Seng Hospital Sports & Surgery Clinic, as well as an exclusive sign up gift. There will also be a host of activities available during the event launch, including a photo booth, balloon-sculpting and scrapbooking workshops.

Also happening at the official launch is a 3km leisure run on 8th June, led by the female pacers for this year's Great Eastern Women's Run. Running enthusiasts who have already registered for the Run can pre-register for the leisure run and look forward to learning a tip or two from the female pacers during the run. The Great Eastern Women's Run is the first and only run in Singapore to feature female-only pacers. As with other years, these pacers will have to go through a rigorous training programme to prepare themselves with the honourable task of pacing the runners on race day.

Registration is now open. The early bird promotion concludes on 6th July 2014. Similarly, Great Eastern policyholders, OCBC cardholders and 2013 Great Eastern Women's Run loyal runners will enjoy a special rate until 6th July 2014.

For more information regarding the #RuntoLiveGreat Programme and/or the Great Eastern Women's Run, visit: <http://www.greasternwomensrun.com>

Registration Fees

Race Distances & Categories	Early Bird Period (16.05.2014 -06.07.2014)			Normal Period (06.07.2014 - 30.09.2014)
	Great Eastern Women Policyholders	Loyal Runners*	Early Bird	Normal
5km Live Great! Fun Run (Individual)	\$25	\$26	\$29	\$39
5km Live Great! Fun Run (Register for two)	\$48	\$49	\$54	\$69
10km (Individual)	\$40	\$42	\$47	\$58
10km (Register for Two)	\$78	\$80	\$89	\$111
10km (Corporate Team of 4)	\$156	\$160	\$178	\$222
21.1km (Individual)	\$49	\$50	\$56	\$72
21.1km (Register for Two)	\$97	\$98	\$108	\$135
21.1km (Corporate Team of 4)	\$194	\$196	\$216	\$270

* Loyal Runners refers to registered participants of Great Eastern Women's Run 2013 only.

* Group registration is available for 15 pax and above. A discount of 5% will be applicable and registrations can be made up of a mix of categories. Discount is applicable for early bird and normal period only.

* Pay by OCBC credit card and enjoy \$1 off registration fee. Not applicable to group registration.

About Great Eastern

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$61.8 billion in assets and around 4.7 million policyholders, it has three successful distribution channels - a tied agency force, bancassurance, and a financial advisory firm, Great Eastern Financial Advisers. The Group also operates in Indonesia, Vietnam and Brunei and has a joint venture in China as well as a representative office in Myanmar.

It was named Life Insurance Company of the Year at the Asia Insurance Industry Awards in 2011 and 2013 by Asia Insurance Review. The Great Eastern Life Assurance Company Limited has been assigned the financial strength and counterparty credit ratings of "AA-" by Standard and Poor's since 2010, one of the highest among Asian life insurance companies. Great Eastern's asset management subsidiary, Lion Global Investors Limited, is one of the largest private sector asset management companies in Southeast Asia.

Great Eastern is a subsidiary of OCBC Bank, the second largest financial services group in Southeast Asia by assets. It is 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 in 2011 and 2012. OCBC Bank's key markets are Singapore, Malaysia, Indonesia, and Greater China. It has a network of over 450 branches and representative offices in 15 countries and territories, including about 330 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

About HiVelocity Events Pte Ltd

Formed in 2005, HiVelocity Pte Ltd has established itself as one of the premier sports event management firms in Singapore. Our event management side of the business offers expertise in race logistics management and marketing. As the one-stop solution for all races, HiVelocity's affiliated subsidiaries specialise in race timing, database management, public relations, brand distribution and retail services. This unique combination of services has helped to forge a reputation for creating memorable sporting experiences for participants, spectators and sponsors alike.

HiVelocity boasts a portfolio of more than 10 races in Singapore, many of which attract athletes from across the world. Our most well-known event is the iconic Sundown Marathon, whose 30,000 participants in 2013 made it the largest night marathon in Asia. Some of our other notable events include JPMorgan Corporate Challenge, which saw a record number of 16,730 runners in 2013; Men's Health Urbanathlon, Singapore's toughest urban obstacle race, Great Eastern Women's Run, the largest all-women run in the region and Yoma Yangon International Marathon, Myanmar's

largest road race. HiVelocity has also diversified beyond endurance events into arena sports, adding NBA 3X Singapore, the Asian Tri Nations rugby tournament and the HSBC Asian Rugby Sevens to our portfolio.

With plans for expansion into the rest of Asia and into other sporting event categories in the near future, HiVelocity is poised to make Singapore a regional hub for sporting enthusiasts.

For media inquiries, please contact:

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