



Great Eastern Women's Run Celebrates Special Milestone with Exciting, Meaningful Initiatives

Participants of Asia's Largest All-Women Run can look forward to a host of exciting activities and goodies. Women and children-related causes to benefit from the Run's fundraising efforts

Singapore, 16 July 2015 – To celebrate 10 years of empowering women to live healthy and to live great through running, and to commemorate SG50, this year's Great Eastern Women's Run (GEWR) on Sunday, 1 November 2015 will be bigger, better and more colourful.

Details were announced at a media launch this morning at the Singapore Sports Hub. Ms Grace Fu, Minister, Prime Minister's Office, Second Minister for the Environment and Water Resources and Second Minister for Foreign Affairs was the Guest-Of-Honour.

For the first time, GEWR will feature a Princess Dash category over 100 metres for girls aged 3 to 9 years. In addition to their bright red running tee, tutu skirt and a goodies bag, the girls will be rewarded with a special tiara for completing the run.

Adding more colour to the occasion and the first-of-its-kind in the region, 'Don A Tutu For A Cause' will feature tutus in a myriad of hues and colours – pink, blue, yellow and purple. For just a minimum donation of SGD\$5, participants will be provided with a tutu which they will be encouraged to donate on race day in support of charity. Ten of the most creatively-embellished tutus will win a limited edition Great Eastern SG50 commemorative ez-link card with SGD\$200 stored value.

Another new highlight is the limited edition Great Eastern Women's Run anniversary adidas memento tee which participants will be given upon completion of their race.



Commented Dr Khoo Kah Siang, CEO (Singapore), Great Eastern Life, "As a LIFE company, Great Eastern champions healthy living. We are one of the early pioneers of public runs in Singapore and we are delighted that the Great Eastern Women's Run has developed into an iconic event in the Singapore sport calendar.

"As Singapore celebrates her Golden Jubilee and we, our special milestone, there is no better time for us to reinforce our commitment to empower and encourage women of all ages and capabilities to live great and live healthy."

New firsts have also been added to the Run's fringe programme in collaboration with the Singapore Sports Hub of which Great Eastern is a Founding Partner and Official Insurance Partner. GEWR participants can look forward to invigorating workouts through the Sports Hub Stepper, running clinics and piloxing sessions.

Great Eastern will also leverage the Run to raise much-needed funds for the Breast Cancer Foundation, Community Chest (for children with special needs) and SingHealth Duke-NUS OBGYN Academic Clinical Program, a programme to fund research to improve clinical and health care for women and their babies.

Added Dr Khoo, "Great Eastern believes in making a meaningful difference to the community. This is why another area of focus for us this year is to facilitate and encourage participants, including Great Eastern staff and financial advisors to run, have fun and at the same time raise funds. Participants can don a tutu for a good cause or run and raise funds through our fundraising portal. Companies too can play a part by donating SGD\$1,000 for a team of four in the Corporate Charity category. With everyone's kind efforts, we target to raise SGD\$100,000."

The top 10 fundraisers, individuals and groups, stand to win cash prizes totalling SGD\$6,000.

Said Jeffrey Foo, Director, Infinitus Productions, the race organiser appointed by Great Eastern, "Fittingly, as we celebrate Singapore's Golden Jubilee, this year's race route will cover our nation's iconic landmarks, including the Esplanade, Gardens by the Bay, F1 Pit Building, Marina Bay Sands, Merlion Park, Singapore Flyer and Singapore Sports Hub. Our priority will be to ensure a safe, scenic and fun run for everyone."

The public can register for the Run on <http://www.greasternwomensrun.com>.



Registration Fees

Race Distances & Categories	Early Bird Period (29.06.2015 -31.07.2015)			Normal Period (01.08.2015 - 31.09.2015)
	Great Eastern Women Policyholders	Loyal Runners	Public	Public
Princess Dash (100m)	NA	NA	\$18	\$22
5km Live Great! Fun Run (Individual)	\$27	\$28	\$31	\$43
5km Live Great! Fun Run (Register for two)	\$52	\$53	\$58	\$77
10km (Individual)	\$42	\$44	\$49	\$61
10km (Register for Two)	\$82	\$84	\$93	\$117
10km (Corporate Team of 4)	\$164	\$168	\$186	\$234
21.1km (Individual)	\$51	\$52	\$58	\$75
21.1km (Register for Two)	\$101	\$102	\$112	\$141
21.1km (Corporate Team of 4)	\$202	\$204	\$224	\$282

* Loyal Runners refers to registered participants of Great Eastern Women's Run 2014 only.

* OCBC Great Eastern Cashflo Card transaction enjoys \$5 off registration fees per transaction (applicable to Policy Holders, Loyal Runners and Public) across all categories.

*Participants have to be between 3 - 9 years old as of 31 December 2015 for the Princess Dash Category.



*Participants have to be 13 years old and above as of 31 December 2015 for the 5km Category.

*Participants have to be 16 years old and above as of 31 December 2015 for the 10km Category.

*Participants have to be 18 years old and above as of 31 December 2015 for the 21.1km Category.

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About Great Eastern

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$67.4 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 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 was 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 over 630 branches and representative offices in 18 countries and territories. These include the more than 330 branches and offices in Indonesia operated by subsidiary Bank OCBC NISP, and 95 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.



About Infinitus Production

Infinitus is an event design house that specialises in challenging limits. Powered by our ethos of uninhibited possibilities, we are always prepared to bring to life what our clients envision for their events. We set the stage for a ground breaking event right from the start. Backed by our years of experience and technical expertise, Infinitus formulates large-scale events that take individuals on an exhilarating new journey every time.

For media-related enquiries, please contact Strategic Public Relations Group (SPRG), appointed PR Consultants for Great Eastern Women's Run 2015:

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