



**Media Release
For Immediate Release**

Exciting new offerings for Great Eastern Women's Run 2018

The Run returns this year with a new venue, a new category and a special \$11 launch registration fee for the first 110 registrants

Singapore, 24 May 2018 – In celebration of Great Eastern's 110th anniversary, a slew of new offerings will be available at this year's Great Eastern Women's Run (GEWR). Set to begin on 31 May 2018 (Thursday), 11am, at Great Eastern Centre, the first 110¹ registrants at the registration launch will get to enjoy a special celebrative registration fee of \$11 for any category. These first 110 registrants will also receive a special goodie bag consisting of a Reebok water bottle, sports towel and a limited edition Reebok sports bra worth more than \$100 in total.

The first 2,000 to register at the launch on 31 May and 1 June will also enjoy special roadshow prices (see Annex A for registration fees table). Registrants with Great Eastern's GETGREAT and UPGREAT apps will also receive a goodie bag worth more than \$50. In addition, the first 100 participants to sign up for the 2km Mummy + Me Run or the Princess Dash will receive a *My Little Pony* Mini Plush Toy (worth \$15.90).

For the first time, the run will be held at the iconic Singapore Sports Hub, on 14 October 2018 (Sunday). Organisers will also be unveiling a new route for participants to enjoy, with Nicoll Highway as the start point, and the run finishing at a spacious race village located at the National Stadium.

A new category, the '110-metre Sprint' will also be introduced to mark Great Eastern's 110th anniversary milestone. This will be the first time a mass running event in Singapore is organising a sprint category for those age 13 and above. Participants will get the rare opportunity to race on the stadium track.

This new category will add another dimension to GEWR, providing an array of Live Great experiences to choose from. The other categories are the half-marathon, 10km, 5km, the '2km Mummy + Me Run' for mothers and daughters aged 7-12, and the popular 'Princess Dash' for girls aged 3-6.

Introducing Reebok as the new apparel partner this year, GEWR is also offering participants the opportunity to acquire an exclusive Reebok sports bra (worth \$49) as part of the *Limited Edition 110th Anniversary Package*² with just a \$10 top-up of their race entry. Other entitlements in the race package include the Reebok race tee, finisher medal, goodie bag, and Reebok finisher Tee (only for 21.1km participants).

¹ Limited to one registration per person, and has the GETGREAT and UPGREAT apps downloaded

² Limited quantity available, first come first served



Keith Chia, Great Eastern's Head of Group Brand and Marketing, said, "As we celebrate Great Eastern's 110th anniversary, we're providing more exciting offerings for participants this year with the new 110-metre sprint category and in a brand new venue. Runners can use our two new health and wellness apps to motivate them throughout their GEWR journey.

We trust these will enhance the whole race experience and create more Live Great moments. We look forward to more joining us as we continue to champion health and wellness in the community."

Adam Firth, Singapore Sports Hub's Chief Commercial Officer, said "We congratulate our Singapore Sports Hub Founding Partner, Great Eastern, on their 110th anniversary, which is a truly special occasion for this great Singaporean company. The Singapore Sports Hub is delighted to celebrate with Great Eastern as the venue partner for the Great Eastern Women's Run this year. At the Singapore Sports Hub, we are passionate about promoting active living and fitness fun for the community. We look forward to welcoming thousands of participating ladies, as well as their supporters, families and friends to Singapore Sports Hub to enjoy the extraordinary experience of running in and around the National Stadium."

This year, the GEWR journey is also enhanced with the introduction of Great Eastern's two industry-first digital platforms – GETGREAT and UPGREAT. GETGREAT is a first-of-its-kind platform with a wellness coach, GERI, powered by artificial intelligence, which offers personalised coaching 24/7 to nudge users towards their personal wellness goals. The app also includes special wellness challenges which runners of GEWR can participate in to earn more points for better benefits and rewards as well as wellness programmes which they can choose the level of difficulty – Lite, Intermediate and Turbo. They can also invite family and friends, as well as exercise with a buddy and form social groups to motivate one another on their wellness journey.

It's sister app, UPGREAT, provides a single mobile platform where customers can seamlessly enjoy all their loyalty benefits and rewards digitally at any time, and even transfer them to family and friends. These digital platforms are available for free download from the Apple and Google Play stores, and will help support runners on their journey towards Living Great.

Visit www.greasternwomensrun.com for registration and more information.

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ANNEX A

	Roadshow Rates	Online Rates		
	Up to \$7 off Early Bird Online Rates (only valid on 31 May – 1 June 2018 at Great Eastern Centre)	Policyholder, Live Great Member, Loyal Runner's Rates	(Early Bird Public)	Normal Rates
5km	\$29	\$31	\$34	\$49
10km	\$44	\$46	\$51	\$66
21.1km	\$56	\$58	\$63	\$78
2km Mummy + Me (1A, 1C)	\$49	\$51	\$56	\$71
2km Mummy + Me (1A, 2C)	\$69	\$71	\$76	\$91
2km Mummy + Me (1A, 3C)	\$89	\$91	\$96	\$111
110m Princess Dash	\$16	\$18	\$23	\$27
110m Sprint Challenge	\$11			

Participants may top up \$10 to enjoy the Limited Edition 110th Anniversary Package (which includes a Reebok sports bra worth \$49)

About Great Eastern

A market leader and a well-established trusted brand in Singapore and Malaysia, Great Eastern was founded in 1908 and celebrates its 110th anniversary this year. With S\$82.5 billion in assets and over 4 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 and Brunei and has a presence 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 and Great Eastern General Limited have 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. Recognised for its financial strength and stability, OCBC Bank is consistently ranked among the World's Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore and the Asia Pacific by The Asian Banker.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has more than 600 branches and representative offices in 18 countries and regions. These include over 330 branches and offices in Indonesia under subsidiary Bank



OCBC NISP, and more than 100 branches and offices in Hong Kong, China and Macao under OCBC Wing Hang.

About Infinitus Productions

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 more information on Infinitus Productions, please visit infinitus.asia

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