



MEDIA RELEASE

MORE LIGHTS, COLOURS AND FAMILY FUN TO BE EXPECTED AT SAFRA SINGAPORE BAY RUN & ARMY HALF MARATHON 2012

Participants will enjoy a new route through Gardens by the Bay and new festivities as part of NS45 and SAFRA40 celebrations

Singapore, 28 August 2012 – Mr Chan Chun Sing*, newly appointed Senior Minister of State for Defence and President, SAFRA, was briefed on new festivities and enhancements for the annual SAFRA Singapore Bay Run & Army Half Marathon (SSBR & AHM) 2012 after a short morning jog with Organising Committee members and several NSmen to experience a scenic new route at Gardens by the Bay (Bay South Garden) today.

The SSBR & AHM is Singapore's largest running event and the 21st edition promises a novel experience to spur participants on to meet their running goals in line with its theme, 'Distance is nothing if you're loving it'.

Jointly organised by SAFRA and The Army, this year's event will be held on Sunday, 9 September 2012 along the Marina Bay.

* Mr Chan Chun Sing is concurrently Acting Minister for Community Development, Youth and Sports.

A Sight To Behold

The event has two competitive categories – the 21km Army Half Marathon and SAFRA 10km Race. Both are aimed at promoting fitness and a healthy lifestyle among NSmen and their families. Growing in tandem with the latest developments of the Marina Bay area, the event promises participants of the half marathon the opportunity to further explore the "crown jewel" along the waterfront through a new route. This year, they will run past the largest part of Gardens by the Bay, including the newly opened Bay South Garden.

Light is a key theme this year to brighten up the participants' run in more ways than one. First, the SuperTrees at the Gardens will be lighted up for the very first time. In the early morning, organisers hope to create a towering beacon to mesmerise runners with a magical glow as they go into the Bay South Garden. Second, runners may wear glowing wristbands provided to further light their way as they wind through the cityscape under the pre-dawn sky. Third, standard distance markers will also be a thing of the past, as organisers install specially designed illuminated distance markers along the route adding on more lights and radiance to the race.

True to its tradition, the running routes will also be bustling with performances and street-side festivities flanking the runners at various points along the cityscape. Belly dancers, cheerleaders, Maculele and percussion groups will entertain the crowd. The performers' fierce and energetic movements will invigorate competitors to keep going. Stilt walkers will be at the end point to congratulate participants on finishing the race and usher them over to the festivities at the carnival.

This year, the highly anticipated event also carries with it greater significance as it is part of the 45 years of National Service (NS45) and SAFRA's 40th Anniversary celebrations. To ignite fond memories of their National Service days among NSmen and other participants, humorous, tongue-in-cheek display boards depicting common SAF personalities (e.g. Physical Training Instructor, Platoon Sergeant) and typical NS experiences (e.g. water parade) will stand along the running routes to provide motivation and remind participants to warm-up and hydrate themselves adequately during the run.

Brigadier General (BG) Perry Lim, Chairman of the Organising Committee of SSBR & AHM 2012 and also Vice President of SAFRA, shared, "We aim to provide our NSmen and participants with a new and refreshing race experience each year; something that they and their loved ones can look forward to. This year, as we commemorate NS45 and celebrate SAFRA40, we hope to reach out to all our participants with a new route, unique experiences and a visual treat. More importantly, we want to help fortify the bonds among NSmen here in Singapore."

Good Fun For The Family

There are two leisure categories – the SAFRA 5km Fun Run and the Dads For Life 800m Father-and-Child Challenge. The Father-and-Child Challenge is back for the second year to promote active fathering among NSmen and it has been packed with more fun challenges. Creating a bonding experience even prior to race day, each team in the 800m-long run are encouraged to brainstorm on their creative outfits and submit their ideas for a chance to win up to \$1,000 in cash. The judging criteria will be based on elements such as originality and the 'Like Father, Like Child' factor. With father-and-child pairs all decked out in their matching outfits, this race is set to be a colourful display of creativity for everyone to enjoy.

BG Perry Lim added, "We introduced the Best Costume Competition to take the fun factor up a notch. We encourage all fathers and their children to get creative and come dressed in tag team outfits. It doesn't matter whether you are dressed as super heroes or in matching costumes or outfits; it's all about having fun and creating special moments together with your child."

After the race, more family fun also awaits participants at the carnival held at the Padang with more games and family bonding activities for runners and their loved ones. There will be stalls offering promotional discounts on a wide range of sports-related products and other knicks-knacks. This is where everyone can gather and enjoy the festivities of the day together.

Soothing Relief For Runners

For the fourth year running, Hisamitsu Pharmaceutical Co., Inc (Salonpas) has also renewed its support as the main event sponsor with a cash sponsorship of S\$200,000 and the provision of Salonpas JET SPRAY and Salonpas MASSAGE FOAM at six aid stations along the running routes and a rubdown station located at the Padang respectively. These will offer soothing relief to runners from tired and aching muscles.

Mr Katsuhiro Sato, Sales Department General Manager at Hisamitsu Pharmaceutical Co., Inc commented: "Salonpas is proud to be the main sponsor of the SAFRA Singapore Bay Run and Army Half Marathon for the fourth year running. As champions of active and healthy lifestyles, Salonpas understands the aches and pains athletes experience during and after sports and exercise. Hence, Salonpas will continue to support this renowned event."

Strong Turnout Expected

About 40,000 runners have registered for the event this year. This includes about 15,000 active servicemen and 25,000 NSmen, their friends and families. Organisers expect another 30,000 members of the public to join in the SAFRA 5km Fun Run on event day and a total turnout of close to 70,000, similar to last year.

Since its inception in 1992 with 15,000 participants, the SSBR & AHM has grown to become the largest mass running event in Singapore.

For details on the SSBR & AHM 2012, please visit www.safra.sg/sbr.

Please refer to the following attachments for more information:

- Annex A – Fact Sheet

About SAFRA National Service Association

SAFRA was formed in 1972 to provide for the social and recreational needs of NSmen and their families through quality sports, social, educational and cultural programmes to recognise NSmen for their contributions to National Defence.

SAFRA currently has a network of four clubs conveniently located in Jurong, Mount Faber, Tampines and Yishun; the oldest SAFRA club located in Toa Payoh is being redeveloped and is due to open by October 2012. Complementing the modern facilities at SAFRA clubs is a host of quality membership benefits and activities specially packaged for over 200,000 members and their families.

Issued by Tate Anzur on behalf of SAFRA National Service Association

SAFRA SINGAPORE BAY RUN & ARMY HALF MARATHON 2012

FACT SHEET

Event Details

Date:	Sunday, 9 September 2012	
Time:	5.15am – 11.00am	
Venue:	Flag-off at Esplanade Bridge Finish Point at The Padang	
Event Organisers:	SAFRA and The Army	
Main Sponsor:	Hisamitsu Pharmaceutical Co., Inc. (Salonpas)	
Registration Figures (As of 27 Aug 12)	Distance	Registered Participants
	21km Half Marathon	10,324
	10km Race	17,035
	5km Fun Run	10,858
	Dads For Life 800m Father & Child Challenge	1,460 (730 pairs)
Welfare Management	<p>Water Points</p> <ul style="list-style-type: none"> • There are a total of 12 along the running routes. • For the 21km route, there will be 12 water points • For the 10km route, there will be 6 water points • For the 5km route, there will be 3 water points. <p>Medical Support</p> <ul style="list-style-type: none"> • To ensure medical support, there will be a total of four (4) medical posts and seven (7) ambulance posts along the running routes. • There will also be seven (7) medical buggies on standby. 	

Sponsors/ Partners/ Supporters	Sponsors	Pacific Healthcare NTUC Income
	Official Razor & Blade	Schick
	Official Partner	SIM University
	Official Sports Drink	100 Plus
	Official Mineral Water	Ice Mountain
	Official Timer	Soleus
	Official Energy Product	High 5
	Official Running Shoes	Newton
	Official Sports Earphones	Yurbuds Sport Earphones
	Official Fitness Centre	EnergyOne
	Official Radio Stations	Power 98 FM; Jia 88.3 FM
Official Magazine	RUN	
Supported by:	Dads For Life; 45 Years of National Service (NS45); Lagoon Events Singapore; Singapore Armed Forces Sports Association (SAFSA);	
Partner In Sports	National Parks Board	

For more information, log on to www.safra.sg/sbr.