



Media Release
For Immediate Release

Celebrating another Milestone of Healthier and Better Living
Singapore's Mok Ying Rong broke her Great Eastern Women's Run record



Singapore, 14 October 2018 – It was a great turnout for today's Great Eastern Women's Run (GEWR)! Over 14,500 women of all ages braved the weather and converged at the iconic Singapore Sports Hub for the Run in celebration of their commitment to leading an active lifestyle.

GEWR, Southeast Asia's largest all-women run, marked its 13th year in unifying women in health and fitness. Participants enjoyed a picturesque run as the new routes took them through some of Singapore's most iconic landmarks, and saw them ceremoniously finishing at the National Stadium.

Joined by Guest-of-Honour Ms Grace Fu, Minister for Culture, Community and Youth, thousands of enthusiastic runners lined the streets of Nicoll Highway as they embarked on their quest to break their personal bests and reach their fitness goals. The event was also graced by Mr Lim Biow Chuan, Member of Parliament (Mountbatten) and Deputy Speaker of Parliament, as well as Great Eastern top management helmed by Group Chief Executive Officer Mr Khor Hock Seng.



The Half Marathon saw the return of previous Singapore top winners such as Mok Ying Rong, Rachel See and Anne Qihui. International elites that joined them included Asian Games 2018 representatives such as Zhang Meixia of China and Linda Janthachit of Thailand.

A close competition between Kasumi Yoshida from Japan and Namjilsuren Semjid from Mongolia was apparent throughout the race. However, in the last leg, Kasumi Yoshida slowly and steadily pulled away from her competition to breast the finishing tape. Her winning time of 01:19:01, was over one minute faster than the 2017 Elite Open Category winning time, held by last year's winner Jin Ming Ming.

"With the rain I thought it might be challenging, but as I ran, it was comfortably cool. The weather is different from Japan, being more humid, so I didn't know what to expect. In the first half I was able to run aggressively, but the later half was difficult. I'm delighted to have come in first." said 19-year-old Kasumi Yoshida.

In second place was Namjilsuren Semjid from Mongolia, followed by Zhang Meixia from China.

Retaining her title in the Elite Closed Category, 25-year-old Mok Ying Rong trimmed her winning time by slightly over 3 minutes to 01:27:21. Mok said: "Today's run was very challenging, I felt that my competitors were really on form, especially the international runners. This race was a really good one for me, it was an opportunity for me to break through my limits and actually push through for a new personal best for this season. The route is very refreshing because I've been doing the Great Eastern Women's Run half marathon for quite a while, and with this new route, I was inspired to run even better."

Closely following Mok Ying Rong to the finish line was Rachel See, who also participated last year, with Jie Shi Neo coming in third place.

To mark Great Eastern's 110th anniversary, the '110-Metre Sprint' was specially introduced to provide an added dimension to GEWR, and attracted great interest from schools. Catered to runners who preferred short distances, it was the first time a mass running event in Singapore organised a sprint category for those age 13 and above.

In the 110 Metre Elite Under 17 category, Bernice Liew, 15, from Nanyang Girls High clinched the sprint title with a time of 13:84. "I haven't competed for several months and this is the first competition after a long break. Exams have just ended, and and I was able to step up my training. It was a good competition!" said Bernice.

This year saw enhancements at the GEWR race village too, with a slew of refreshing new experiences introduced for runners. Participants were treated to post-race massages, a powder room to freshen up in and unique photo booths for Instagrammable photo opportunities! There were exciting treats in store for the little



ones including bouncy castles, sculpted balloons, face painting and a specially created My Little Pony Garden, where they were able to get up close and personal with the magical ponies of the popular animated series.

GEWR raised \$51,500 in support of two women-related causes -- Breast Cancer Foundation and Women's Health Research and Education Fund. Participants chipped in by customising their race bibs and t-shirts, as well as bought colourful tutus in support of the causes.

Mr Keith Chia, Great Eastern's Head of Group Brand and Marketing, commented, "We are delighted with the great turnout at our Great Eastern Women's Run, a signature event under our LIVE GREAT programme. Our brand purpose as a LIFE company is to help empower the community to live healthier and better and this starts with our employees. Together with the 14,500 participants this year, 900 of our staff and financial representatives participated, a record number.

The Run has grown from strength to strength and we are pleased that so many women have embraced the importance of a healthy lifestyle. They are excellent ambassadors of our LIVE GREAT motto, championing healthier living to their family and friends."

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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\$83.3 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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Annex: Results of Great Eastern Women's Run 2018

21.1km Half Marathon Elite Category (Open)		
Kasumi Yoshida	Japan	01:19:01
Namjilsuren Semjid	Mongolia	01:23:19
Zhang Meixia	China	01:24:34



21.1km Half Marathon Elite Category (Closed)		
Mok Ying Rong	Singapore	01:27:21
Rachel See	Singapore	01:28:00
Jie Shi Neo	Singapore	01:34:59