



MEDIA RELEASE

AN ENHANCED EXPERIENCE TO STRENGTHEN BONDS AMONG NSMEN AND THEIR FAMILIES AT SAFRA SINGAPORE BAY RUN & ARMY HALF MARATHON 2013

- *Special discounts on registration fees for NSmen and their families*
 - *A multi-sensory experience along the running routes*
 - *Static display of military hardware at the carnival*

Singapore, 17 July 2013 – NSmen and their families participating in this year's SAFRA Singapore Bay Run & Army Half Marathon (SSBR & AHM) can expect an enhanced bonding experience.

In addition to the special discounts enjoyed by NSmen and their immediate family members on event registration fees this year, participants will also be immersed in a multi-sensory experience of sights and sounds related to National Service (NS) both during and after the run.

Jointly organised by SAFRA and the Army for the 22nd year, the SSBR & AHM will be held on Sunday, 1 September, with a strong emphasis on strengthening the camaraderie and bonds shared between full-time national servicemen, NSmen and their families. The event theme, 'Together We Run', reflects the spirit of unity and cohesion that organisers hope to reinforce through the enhancements this year.

Mr Chan Chun Sing, Acting Minister for Social and Family Development, Senior Minister of State for Defence and President of SAFRA, was briefed on these new highlights together with several NSmen and their families at a special preview held at Marina Bay City Gallery this afternoon.

More than 35,000 participants have already registered for the event and more are expected in the coming weeks before the closing of registration on 1 August. Organisers aim to attract at least 40,000 registered participants.

Special Discounts for NSmen and their Families

This year, all Singapore Armed Forces (SAF) NSmen and those who have completed their Operationally Ready National Service training cycle enjoy more than 75 percent discount on registration fees for the 21km Army Half Marathon, SAFRA 10km Race and SAFRA 5km Fun Run.

In addition, each participating NSman can also nominate up to three immediate family members to enjoy a special SAF Family rate to recognise the critical role they play in supporting NSmen's commitment towards their NS duties, as well as encourage more NSmen to participate in the event together with their family members to bond and keep fit.

A Multi-Sensory Experience Along the Running Route

To ignite fond memories and celebrate the bonds forged through NS, familiar Army songs such as 'Purple Light' and 'Training to Be Soldiers', which are frequently sung in unison by platoons during their NS route march will be played along Marina Barrage and St Andrew's Bridge to motivate and excite runners.

Along other parts of the running routes, participants will also be greeted by a series of eight large-sized display boards depicting shared experiences and significant milestones of the NS journey through cartoons.

The unforgettable shaving of recruits' hair on enlistment day; the fear of navigating the seemingly towering Jacob's Ladder for the very first time as part of the Standard Obstacle Course, and the immense feeling of triumph and joy experienced by soldiers at their Basic Military Training Passing Out Parade after completing a gruelling 24km route march, are just a few of the scenes that will be featured.

The running routes for all four categories – 21km AHM, SAFRA 10km Race, SAFRA 5km Fun Run and the Dads For Life 800m Father & Child Challenge, will begin at the Esplanade Bridge and end at the Padang.

Along the way, participants will enjoy the scenic Marina Bay skyline and run past iconic landmarks such as the Marina Bay Sands and Gardens by the Bay. For the 21km AHM runners, they will also run along the Marina Barrage and Stadium Boulevard where they can see the soon to be completed Singapore Sports Hub.

Static Display of Military Hardware at the Carnival

NSmen and their families will also be able to get up close to static displays of some of the Army's impressive machinery such as the Terrex Infantry Carrier Vehicle and M3G Military Float Raft and learn more about their functionalities at the carnival grounds.

The post-run carnival to be held at the Padang will also feature a host of other fun-filled games and activities to encourage bonding among NS units as well as NSmen and their families. This will also include large-sized puzzles featuring the NS-themed cartoons.

Brigadier-General (BG) Tung Yui Fai, Chairman of the organising committee for SSBR & AHM 2013 and also Vice President of SAFRA, shared, "We hope that NSmen will make the SAFRA Singapore Bay Run & Army Half Marathon an annual event in their activity calendar to keep fit and bond with their families."

Soothing Relief for Runners

For the fifth year running, Hisamitsu Pharmaceutical Co., Inc (Salonpas) has also renewed its support as the main event sponsor. Participants will be able to enjoy soothing relief from tired and aching muscles with Salonpas MASSAGE FOAM during the run at six aid stations located along the running routes and a rubdown station located at the Padang.

Introduction of Bay Rush Facebook Application

To excite participants leading up to the event, a Facebook game application called the 'Bay Rush' will be introduced to enable runners to learn more about this year's running routes. The application will enable participants to familiarise themselves with key landmarks along the running routes and participate in a series of trivia questions about the event at various virtual checkpoints to stand to win attractive prizes worth a total of up to \$9,000. Ten winners will be chosen weekly through lucky draws, with a grand draw at the end of the campaign for the top three players with the highest scores.

The application will be launched on 1 August and it will run on SAFRA's Facebook fan page at facebook.com/SAFRAsg till the end of the month.

For details on the SBBR & AHM 2013, 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 five clubs conveniently located in Jurong, Mount Faber, Tampines, Toa Payoh and Yishun. Complementing the modern facilities at SAFRA clubs is a host of quality membership benefits and activities specially packaged for over 500,000 members and their families.

Issued by Tate Anzur on behalf of SAFRA National Service Association

SAFRA SINGAPORE BAY RUN & ARMY HALF MARATHON 2013

FACT SHEET

Event Details

Date: Sunday, 1 September 2013

Time: 5.15am to 11am

Venue: Flag-Off at Esplanade Bridge
Finish Point at Padang

Event Organisers: SAFRA and The Army

Race Categories

Categories	Eligibility
21KM ARMY HALF MARATHON (AHM)	
21KM AHM Men's	SAF Active Servicemen and SAF NSmen (ORNS, MR & Ex-NSmen) only
21KM AHM Women's	SAF Active Servicewomen only
21KM AHM Men's Master	SAF Active Servicemen and SAF NSmen (ORNS, MR & Ex-NSmen), age 40 years old and above only
21KM AHM Women's Master	SAF Active Servicewomen, age 35 years old and above only
21KM AHM Family Men	Up to 3 nominated immediate family members of participating SAF Active Servicemen/ Servicewoman and SAF NSmen (ORNS, MR & Ex-NSmen). Servicemen / Servicewoman and NSmen must register first
21KM AHM Family Women	
21KM AHM Men's Open	All male participants who are not eligible for the above categories; inclusive of: <ul style="list-style-type: none"> - Non-SAF active servicemen & NSmen - Singaporeans/ PR - Foreigners
21KM AHM Women's Open	All female participants who are not eligible for the above categories; inclusive of: <ul style="list-style-type: none"> - Non-SAF servicewomen - Singaporeans/ PR

	- Foreigners
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Categories	Eligibility
SAFRA 10KM RACE	
SAFRA 10KM Race Men's	SAF Active Servicemen and SAF NSmen (ORNS, MR & Ex-NSmen) only
SAFRA 10KM Race Women's	SAF Active Servicewomen only
SAFRA 10KM Race Men's Master	SAF Active Servicemen and SAF NSmen (ORNS, MR & Ex-NSmen), aged 40 years old and above only
SAFRA 10KM Race Women's Master	SAF Active Servicewomen, aged 35 years old and above only
SAFRA 10KM Race Family Men	Up to 3 nominated immediate family members of SAF Active Servicemen/ Servicewoman and SAF NSmen. Servicemen / Servicewoman and NSmen must register first.
SAFRA 10KM Race Family Women	
SAFRA 10KM Race Men's Open	All male participants who are not eligible for the above categories; inclusive of: <ul style="list-style-type: none"> - Non-SAF servicemen & NSmen - Singaporeans/ PR - Foreigners
SAFRA 10KM Race Women's Open	All female participants who are not eligible for the above categories; inclusive of: <ul style="list-style-type: none"> - Non-SAF servicewomen - Singaporeans/ PR - Foreigners
SAFRA 5KM FUN RUN	
SAFRA 5KM Fun Run	Open to all
OTHERS	
Dads For Life 800m Father & Child Challenge	Open to father-and-child pairs. Child must be aged 4 years old to 16 years old.

Registration Fees & Period

a) Early Bird Registration: Fri, 17 May to Wed, 10 Jul

Categories	Rates			
	SAF NSmen*	SAFRA Members	SAF Family*	Public
21KM AHM	\$12 (U.P. \$55)	\$40	\$45	\$55
SAFRA 10KM Race	\$8 (U.P. \$38)	\$28	\$32	\$38
SAFRA 5KM Fun Run	\$5 (U.P. \$22)	\$16	\$18	\$22
Dads For Life 800m Father-and-Child Challenge	\$8	\$8	\$12	\$20

b) Normal Registration: Thu, 11 Jul to Thu, 1 Aug

Categories	Rates			
	SAF NSmen*	SAFRA Members	SAF Family*	Public
21KM AHM	\$12 (U.P. \$65)	\$50	\$55	\$65
SAFRA 10KM Race	\$8 (U.P. \$44)	\$33	\$38	\$44
SAFRA 5KM Race	\$5 (U.P. \$22)	\$16	\$18	\$22
Dads For Life 800m Father-and-Child Challenge	\$8	\$8	\$12	\$20

* Only NSmen (Operationally Ready National Servicemen, MINDEF Reserves & Ex-NSmen) from the three arms of the Singapore Armed Forces - the Singapore Army, the Republic of Singapore Air Force (RSAF) and the Republic of Singapore Navy (RSN).

* Only applicable for registered SAF active servicemen and NSmen immediate family members (Parents, siblings, spouse and children). Each SAF active servicemen and NSmen participating in the event can nominate up to three immediate family members to enjoy this rate.

Registration Figures (As of 17 July 2013)

Distance	Registered Participants
21km Half Marathon	17,689
10km Race	11,708
5km Fun Run	4,957
Dads For Life 800m Father & Child Challenge	1,696 (848 pairs)

Streetside Festivities

Featured at 13 locations along the running routes to entertain and cheer runners on.

- NUS Cheerleaders
- LED Stilt Walkers
- Mascots
- Belly Dancers
- Percussion Group
- Fire Twirlers & LED Spinner
- Maculele Capoeira
- Malay Kompang
- Sambateria
- Unicyclists

Welfare Management

Water Points

- There are a total of 13 along the running routes.
- For the 21km route, there will be 13 water points
- For the 10km route, there will be 6 water points
- For the 5km route, there will be 3 water points.

Medical Support

- 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.

Salonpas Aid Stations

- There will be six aid stations located along the running routes where participants can get relief from aching muscles with Salonpas MASSAGE FOAM.

The Bay Rush Facebook Application

The Bay Rush is a Facebook application designed as a gamification of the event to enhance the online engagement and excite runners leading up to the event.

Participants of the campaign will progress through an online route map based on the actual running routes for the 21km AHM and SAFRA 10km Race. Along the way, participants will be challenged with trivia questions at various checkpoints related to the event and significant landmarks along the running routes.

Each participant is only allowed to play once a day. 'Stamina points' will be deducted with each wrong answer provided. On the fifth wrong answer, users will be exited from the game for the day. However, participants can gain additional 'lives' to extend their game with each successful invitation to get their friends to join in the challenge.

Participants stand the chance to win attractive prizes worth a total of up to \$9,000. 10 winners will be chosen weekly through lucky draws, with a grand draw at the end of the campaign for the top three players with the highest scores.

The Bay Rush will be launched on 1 August on SAFRA's Facebook Fan Page at [facebook.com/SAFRAsg](https://www.facebook.com/SAFRAsg) till the end of the month.

SAFRA

GETTING ALL PUMPED UP FOR
SINGAPORE BAY RUN?

SAFRA SINGAPORE BAY RUN & ARMY HALF MARATHON 2013

The Bay Rush
2013 CONTEST

Contest Period: 1 to 31 August 2013

With the SAFRA Singapore Bay Run & Army Half Marathon coming around the corner, it's time to take your training up a notch!

Test your knowledge of Singapore's largest running event as well as Singapore's landmarks and familiarise yourself with the race route at the same time with The Bay Rush!

If you fancy a greater challenge, raise the playing levels by having a go against your friends at the ranking tables and stand a chance to win attractive prizes!

Participate Now

Sponsors & Partners

Main Event Sponsor	Hisamitsu Pharmaceutical Co., Inc. (Salonpas)	
Sponsors/ Partners/ Supporters	Sponsor	Berocca
	Official Partner	SIM University
	Official Sports Drink	100 Plus
	Official Mineral Water	Ice Mountain
	Official Timer	Soleus
	Official Running Shoes	Brooks
	Official Cereal Bar	Yogood
	Official Skin Care	Garnier Men
	Official Running Magazine	RUN
	Official Fitness Centre	EnergyOne
	Official Radio Stations	Power 98 FM; Jia 88.3 FM
	Official Sports Gel and Powder	High 5
Supported by	Dads For Life	
Partner In Sports	National Parks Board	
Partners	Nurture Stars; Kidz Amaze	

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