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2500 Kilometres over 50 Days: A Run to Unify All for SG50 Celebrations

Possibly the Longest Event of the SG 50 Celebrations, 'Go 50: A Nation in Motion' event aims to commemorate the Nation's 50th birthday by uniting the people of Singapore

Over 50 days, 50 km will be covered each day starting from 16 April 2015 to 4 June 2015, culminating in the Grand Finale of the Torch Light-up Ceremony of the 28th SEA Games Ceremony. The 2,500km feat will be undertaken by two lead runners: Mr Lim Nghee Huat, a Chinese Editor at MediaCorp and Mr Yong Yuen Cheng, a Teacher at Hwa Chong Institution. Mr Lim and Mr Yong are seasoned ultramarathoners, who will run from 8 am to 3 pm daily. The daily run would be spread across planned routes over five different zones of Singapore (North, South, East, West and Central). Details of the runners are attached at **Annex A**.

2 In addition, ITE's three Colleges will commit 50 staff and students, with at least one to run 50 km each day alongside the lead runners.

3 Jointly organised by the Institute of Technical Education (ITE) and Heartware Network, the 'Go 50: A Nation in Motion' event aims to commemorate the nation's 50th anniversary celebrations by uniting the people of Singapore. Naturally, not all are required to run 50 km daily! Interested participants in and out of Singapore can pledge their own distance to be covered and run 'in spirit' with the lead runners over the 50-day schedule.

4 This individual pledging of distance is made possible through a designated Go 50 web portal (www.go50.sg), which enables participants to fill in some personal details, and share with others where the run will take place. Designed by ITE staff and students, the web portal will allow friends outside Singapore to join in the SG50 celebrations as well, making 'Go 50: A Nation in Motion' a truly global affair.

A Part for Everyone: Event Sponsors and Celebration Partners to Adopt 'Running Days'

5 In order for this event to be a truly inclusive one, organisers are looking for **Celebration Partners** to adopt one day of the proposed 50-day schedule. They will not only organise a 5 km company/community run, but also have the opportunity to plan national education activities that are based on the theme of the day, to engage participants. Some of the themes include

'Independence', 'Racial Harmony', 'Kindness' and 'Social Cohesion'. A total of 50 themes – one for each day – have been conceptualised by ITE students who sat in the event's Youth Planning Committee.

6 Interested organisations which are keen to be Celebration Partners will receive support by way of an operational framework, as well as guidelines from the organisers. Details of the Run Concept and Celebration Partners and Sponsors Package are attached at **Annex B**.

7 Besides Celebration Partners, organisers are also seeking **Event Sponsors** to come forward to support the event through donation of monies or other goods and services. Interested Sponsors may contact Heartware Network for more details.

Youth Engagement Opportunities

8 Mr Bruce Poh, Director & CEO/ITE, said, "I am excited and proud that ITE students and staff are organising the 'Go 50' event with Heartware Network. Our students have applied their skills and harnessed technology to produce a unique web portal to mobilise people near and far to support the event. The opportunities to plan and organise such a mega event and witness first-hand the spirit of determination, endeavour and will of all those who take part in the 50 km run are invaluable life lessons."

9 Mr Raymond Huang, Founder, Heartware Network, said, "This project will stretch the youth planning committee from ITE to the max and hone their skills for the workforce. There are tremendous out-of-classroom learning and hands-on applications that will empower the youths to be resourceful and resilient, much like Singapore in her early years with limited resources, but lots of guts and never-say-die attitude. They truly represent the Extraordinary Spirit!"

Invitation to Media

10 Members of the media are invited to cover the event. For arrangements on interviews, and photography, please contact:

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About ITE

The **Institute of Technical Education (ITE)**, Singapore, was established as a post-secondary education institution in 1992 under the Ministry of Education. ITE is a principal provider of career and technical education and key developer of national occupational skills certification and standards to enhance Singapore's workforce competitiveness. Under its '**One ITE System, Three Colleges**' Model of Education and Governance, ITE has three Colleges, comprising **ITE College Central, ITE College East and ITE College West**. For more information, visit: www.ite.edu.sg

About Heartware Network

The **Heartware Network** (estb 2000) is a registered Society with the Registry of Society and a registered Charity with IPC status under Commissioner of Charities (MCCY Charities Unit). We seek to instill positive values/strong character to youth between the age of 14- 35. We engage them to be resilient, be innovative in serving others in entrepreneurship and be rooted to Singapore as their home. We are also committed to transform the lives of disadvantaged/ less academically bright children and youth to have greater confidence in their abilities and a brighter future.

**Go 50: A Nation in Motion
Biography of Lead Team**

Lead Runner



MR LIM NGHEE HUAT
EDITOR, CHINESE CURRENT AFFAIRS
MEDIACORP PTE LTD

A pioneer at the age of 61 in the regional sports of triathlon and ultra-marathon, Mr Lim Nghee Huat has been setting records. In the year 2013, he became the first runner from South East Asia to complete the 217 km Badwater Ultra-marathon in Death Valley, USA, the world's toughest footrace in the hottest place on earth. He finished in 58th position out of 96 runners, with a time of 42 hours and 34 minutes. He was the first Asian runner to compete at the Brazil 217 km Ultra-Marathon in 2009, crowning his achievements of completing six ultramarathons with distance of 217 km or more.

Through each ultramarathon that Nghee Huat ran, he raised money for a good cause such as the NTU endowment fund, the Singapore Table Tennis Association, a rehabilitation centre and more. Since 2005, he raised more than \$800,000. Nghee Huat was also the Co-Founder of the Triathlon Association of Singapore and served as Chairman of the National Triathlon Training Squad from 1997 to 2000. In addition, he was the first Singaporean to be elected to serve as a Board Member in the Asian Triathlon Confederation Executive Board (1995-2003). He is actively involved in community service, of which he is the chairman of Mountbatten Citizens' Consultative Committee. Nghee Huat is currently the Editor of Chinese Current Affairs at MediaCorp.

Lead Runner



MR YONG YUEN CHENG
TEACHER
HWA CHONG INSTITUTION

Mr Yong Yuen Cheng has kayaked, climbed, cycled, swum and ran thousands of kilometres in aid of needy students and various other causes. Since graduating from the National Institute of Education in 1997 with a Post Graduate Diploma in Education, he has devoted his time to teaching physics, coaching young canoeists and training for his altruistic

endeavours.

Yuen Cheng became one of the first two Southeast Asians to complete the "Death Valley Challenge" ultramarathon in California last July. Enduring temperatures of over 50 degrees Celsius in one of the hottest and driest places on Earth, Yuen Cheng persevered through 217 gruelling kilometres of perilous terrain, finishing in 46 hours and 30 minutes. The money raised went towards helping the NJC Student Development Fund, and the Mountbatten Citizens' Consultative Committee, where he is Vice-Chairman of the Constituency Sports Club.

Moreover, Yuen Cheng is known to be the fastest Singapore Ultra Marathon runner in the Singapore Book of Records after he completed the Ultra Marathon, Run Round Singapore in 2010, in 31 hours 28 minutes and 51 seconds. Over the years, this tireless fund-raiser's contributions to society have also helped the Down Syndrome Association, President's Challenge and Diabetic Society of Singapore.

Yuen Cheng is currently a Physical Education Teacher at Hwa Chong Institution (HCI).

Run Concept

<u>Celebration Partner</u>	<u>Celebration Run</u>
<ul style="list-style-type: none"> • This arrangement is to cater to participants who want to run 5 km or less while participating. (ie. some may also run in school fields) • Invitation will be extended to Celebration Partners (CP) to adopt one day of the proposed 50-day schedule to celebrate the Go 50 Run • CP adopting the run will follow closely to framework and guidelines provided. • CP can also choose to not run but participate as motivators • CP could be stationed along strategic parts of the route cheer on the lead runners along the way • CP could engage their members to come up with cheer materials (eg placards) to motivate the lead runners 	<ul style="list-style-type: none"> • CP will plan and organise a 5 km company / community celebration run / cheer day • CP will be provided with informative checklists on: <ul style="list-style-type: none"> ✓ Event Flow ✓ Logistics Requirements ✓ Manpower Requirements ✓ Budget ✓ Medical and Safety ✓ Insurance and Indemnity • CP have to sign and abide by the Terms & Conditions and Indemnities set by Main Committee • CP have to relate, engage and celebrate all activities according to our SG50 objectives and Theme of the Day • CP will need to provide insurance for participants • CP need to ensure that all participants are registered and NOK list is available

Celebration Zone

- CPs can consider planning 2 or more national education activities based on the theme of the day to engage the participants
- Activities will be coordinated and managed by celebrating partners
- CPs are also strongly encouraged to “Go Red” in celebration of SG50. For example, wearing red-coloured apparels or using red in event collaterals

Celebration Partners (CP) and Sponsors Package

1 Celebration Partners Package

Package Type	Description	What we will offer:
Basic No Frills Run Package	<ul style="list-style-type: none"> • CP organises, on their own, a maximum of 5 km celebration run • CP will choose the day and the 5 km route from the designated routes, to be used for the celebration run • CP will be responsible to cover the safety and hydration of all registered participants for their event day • CP will: <ul style="list-style-type: none"> ○ Provide sufficient signage, facilities, equipment and manpower to facilitate their event day ○ Cover their cost of event day and all its associated cost ○ Abide by the Terms & Conditions and Indemnities set out 	<ul style="list-style-type: none"> • A framework and guideline with the theme for the celebration run • The participating organisation's logo on our event website • A web portal for participants to pledge their run and share their thoughts on the theme • Participation to run with the Lead Team on the final day, towards the torch light-up ceremony of SEA Games 2015
Corporate Package Run A (Support with a funding of \$1,000 - \$3,000*)	<ul style="list-style-type: none"> • Organise on their own, maximum of 5 km celebration run with support of a professional event consultant • Choose day and 5 km route from the designated routes, to be used for the celebration run • Be responsible to cover the safety and hydration of all registered participants during the whole event • Provide sufficient signage, facilities, equipment and manpower to facilitate the whole event • Cover cost of event and its own associated cost • Abide by the Terms & Conditions and Indemnities set out 	<ul style="list-style-type: none"> • A professional event consultant who will be recommended to <u>advise</u> the CP on organisation of a 5 km celebration run, for up to 500 participants of the organisation. However, CP will organise the event with their own manpower / resources • A framework and guideline on organising the celebration run will be provided • The participating organisation's logo on our event website • Participation to run with the Lead Team on the final day, towards the torch light-up ceremony of SEA Games 2015

Corporate Package Run B (Support with a funding of \$3,000 - \$7,000*)	<ul style="list-style-type: none"> • Organise a maximum of 5 km celebration run with the full service of a professional event consultant, including manpower for the day • Choose day and 5 km route from the designated routes, to be used for the celebration run • Responsible to cover the safety and hydration of all registered participants during the whole event (with support from Event Organiser) • Cover cost of event and its own associated cost • Abide by the Terms & Conditions and Indemnities set out 	<ul style="list-style-type: none"> • A professional event organiser will be recommended to <u>organise</u> the 5 km celebration run, for up to 500 participants of the organisation, including provision of logistics and manpower for the day • A framework and guideline on organising the celebration run will be provided • The participating organisation's logo on our website • Participation to run with the Lead Team on the final day towards the torch lighting ceremony of SEA Games 2015
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**Financial support amount entitled to 3x tax exemption for organization in 2015. Final amount of funding is subjected to whether run is held on weekdays and weekends*

2 Event Sponsors

Sponsorship (Financial or In-Kind) with value of	Sponsorship Mileage
\$5,000*	<ul style="list-style-type: none"> • Sponsors' Name will be featured on: <ul style="list-style-type: none"> ○ GO50 official website with hyperlink to your website
\$10,000*	<ul style="list-style-type: none"> • Sponsors' Name will be featured on: <ul style="list-style-type: none"> ○ GO50 official website with hyperlink to your website ○ Event booth backdrop in celebration zone
\$20,000*	<ul style="list-style-type: none"> • Sponsors' Logo will be featured on: <ul style="list-style-type: none"> ○ GO50 official website with hyperlink to your website ○ Event booth backdrop in celebration zone ○ Selected banner space and signage along our routes
\$50,000*	<ul style="list-style-type: none"> • Sponsor's logo will be featured on all promotions and publicity including: <ul style="list-style-type: none"> ○ GO50 official website with hyperlink to your website ○ Profile of company on website ○ Official attire / T-shirt ○ Event booth backdrop in celebration zone ○ Selected banner space and signage along our designated routes

** Financial support entitled to 3x tax exemption for organisations in 2015*