



**Media Release
For Immediate Release**

SCMS 2011 Participants to Enjoy Greater Race Experience and 'Own' Signature Portions of the Route

Singapore, 17 October 2011 – Come 4 December, runners at the Standard Chartered Marathon Singapore (SCMS) 2011 can expect a more positive race experience as a result of a number of key improvements made to the Marathon based on the feedback received from participants last year.

2 Committed to better the race experience, SCMS Organiser, Singapore Sports Council (SSC), took extra efforts to improve the race routes and baggage collection point. "At the top of our list of priorities is creating an exciting and safe race experience for everyone. As we strive to further develop the Standard Chartered Marathon Singapore as the People's Race, these operational improvements goes towards providing a more positive race experience for all our participants," explained Mr David Voth, Senior Director, Sports Business, Singapore Sports Council, and Vice-chairman of the Standard Chartered Marathon Singapore 2011 Organising Committee.

Improvements to SCMS 2011

3 To ease congestion at the merging point of all three routes, participants of the 10km will now run on Nicoll Highway instead of hitting the East Coast Parkway (ECP) where the Full and Half Marathoners will be running on. They will also start their race at an earlier time of 7.15am on the Esplanade Bridge to create separation from runners in other categories towards the finish line.

4 This year, the various age categories of the Kids Dash will also flag off earlier by an hour to minimise heat and congestion during the race. In addition, Kids Dash participants will have a dedicated finish lane at the end of their race.

5 Full Marathon participants, who will begin their race at Orchard Road under the Christmas season's light-up, will be greeted by the newly opened Bay East interim garden at the 33km mark as they head towards the Padang from East Coast Park.

6 Another significant improvement for SCMS 2011 will be the change in the baggage collection point, which was previously located at the F1 Pit Building for Full and

Half Marathon participants. For SCMS 2011, the baggage collection point will be moved to the War Memorial Park for all categories. The new location is chosen due to its close proximity to the finish point at the Padang, which will enable runners to pick up their belongings with ease after the race.

SCMS 2011 Route Naming Challenge

7 Adding to the colour of the race, the Organiser has also introduced the Route Naming Challenge which provides an opportunity for runners and supporters to 'own' eight key signature portions of the route. To participate in the Challenge, one simply needs to submit the proposed names and accompanying reasons to contest@marathonsingapore.com. The Challenge was also conducted at the SCMS 2011 road show at Clarke Quay (Central Fountain Square) this past Saturday, 15 October 2011, from 6pm to 2am.

8 Each winning name will earn the contestant S\$100 in cash, with no restriction on the number of entries submitted per person. The winning contestants will also have their proposed names printed on the route maps within the SCMS 2011 Event Handbook and an actual road sign bearing each name will be placed along the route. The Challenge will end on 31 October 2011. Details of the Challenge are available on the official website (www.marathonsingapore.com).

9 Similar to its inaugural edition last year, the SCMS 2011 will feature three different start points and routes for the Full Marathon, Half Marathon and 10km, showcasing Singapore's iconic landmarks and neighbourhoods, including Orchard Road, Chinatown, Sentosa, Singapore Flyer and Esplanade. For further details of the SCMS 2011, please visit www.marathonsingapore.com and www.facebook.com/marathonSG.

- End -

Enclosures:

- Annex A: Race Information – SCMS 2010 vs SCMS 2011
- Annex B: SCMS 2011 Route Maps
- Annex C: SCMS 2011 Baggage Deposit and Collection Locations and Timings
- Annex D: SCMS Route Naming Challenge - List of Signature Portions of the Route

About the Singapore Sports Council

Formed in 1973, the Singapore Sports Council (SSC) is tasked with developing a holistic sports culture for the nation. The SSC creates opportunities for people to excel in sports; opportunities for people to be engaged in sports as, coaches, officials, volunteers or fans; and opportunities for people to do business in sports as sponsors and investors. The SSC has changed the way Singaporeans view and participate in sports. Through sports, we now have an enhanced national identity thanks to our sports participation programmes; greater national pride as a result of high performance results at international and regional games; and more diversified economic stability through our vibrant sports industry initiatives.

To find out more, visit our websites www.ssc.gov.sg and SingaporeSports.sg

Follow SSC on Twitter at: www.twitter.com/Lets_PlaySG and Facebook at: www.facebook.com/letsplaysg

For a range of photographs, search for "Singapore Sports Council" on www.flickr.com

Under a new initiative called Vision 2030, SSC and the Ministry of Community Development, Youth and Sports are engaging people from all walks of life, the business community and the public sector to explore and develop proposals on how sport can best serve Singapore's future needs. Vision 2030 will look at how sport can be used as strategy to develop individuals, our communities, our economy and our nation. Members of the public who wish to share ideas, experience and information are invited to post on the official website www.Vision2030.sg

About Standard Chartered Bank in Singapore

Standard Chartered in Singapore is part of an international banking group with an extensive network of over 1,700 branches and outlets in more than 70 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

Standard Chartered has a history of more than 150 years in Singapore, opening its first branch here in 1859 and in October 1999 was among the first international banks to receive a Qualifying Full Bank (QFB) licence, an endorsement of the Group's long-standing commitment to its businesses in the country.

It serves both Consumer and Wholesale Banking customers. Consumer Banking provides credit cards, personal loans, mortgages, deposit taking and wealth management services to individuals and small to medium sized enterprises. Wholesale Banking provides corporate and institutional clients with services in trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance.

The Bank employs over 7,000 people in Singapore and has a network of 19 branches, 30 ATMs, and 7 Priority Banking centres. Standard Chartered is the only international bank to offer NETS service, giving its customers access to EFTPOS at over 17,000 outlets islandwide. The Bank's global businesses - Consumer and Wholesale Banking - are managed out of Singapore, as is its global Technology & Operations function.

Annex A

Race Information – SCMS 2011 vs SCMS 2010

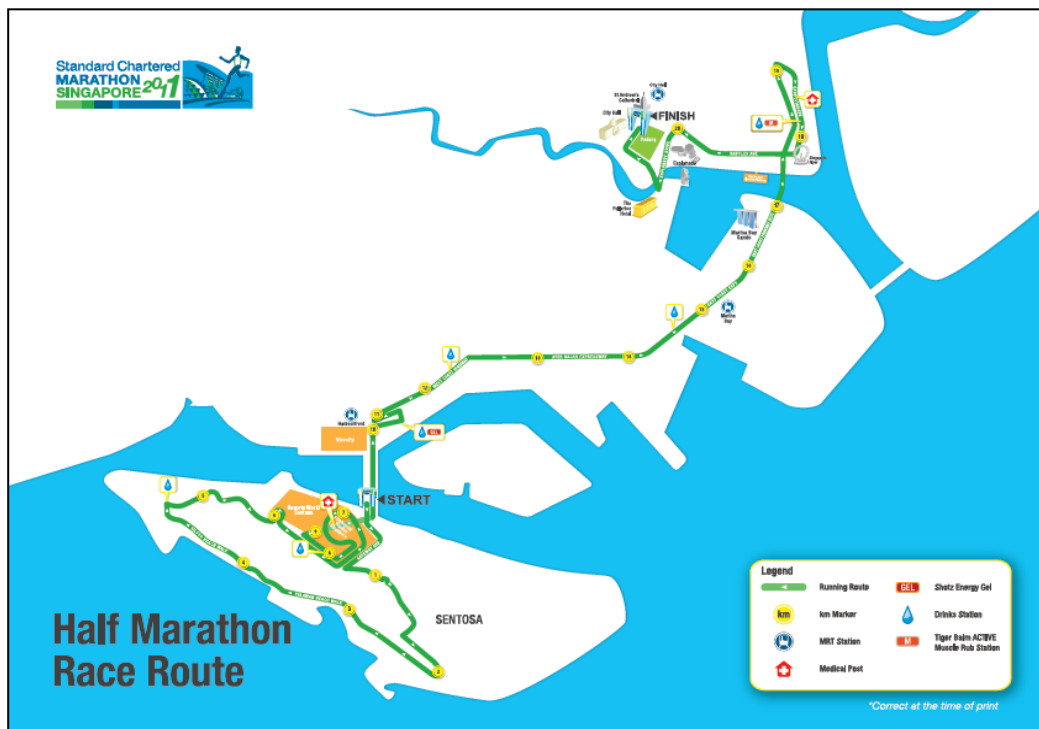
Individual Categories	Start Time (SCMS 2010)	Start Time (SCMS 2011)	Start Point (SCMS 2010 – 2011)
Full Marathon / <i>Ekiden</i>	5.00am	5.00am	Orchard Road
Half Marathon - 21.1km	6.30am	6.30am	Sentosa
10km – Wheelchair	8.45am	7.15am*	Esplanade Drive
10km – Men / Women	7.45am	7.15am*	
5km Fun Run	NA	7.15am	
Kids Dash - 750m			
Between 10 – 12 /13 Years Old**	10.15am	9.15am*	Esplanade Drive
Between 7 - 9 Years Old	10.30am	9.30am*	
Between 4 - 6 Years Old	10.45am	9.45am*	
3 Years Old And Below	11.00am	10.00am*	

**Timings in bold denote changes in start times for 10km and Kids Dash.*

***With the introduction of the 5km Fun Run this year, which is open to participants aged 13 and above, the age limit for Kids Dash has been lowered by a year to 12 years and below for SCMS 2011.*

Annex B

SCMS 2011 Route Maps





Annex C

SCMS 2011 Baggage Deposit and Collection Locations and Timings

Operating Hours				
	Baggage Facilities / Check-In		Baggage Facilities / Collection	
Full Marathon & Ekiden (1st runner of each team only)	Angullia Carpark (Behind Wheelock Place)	3.00am - 4.30am	War Memorial Park	9.00am - 2.00pm
Half Marathon	Seah Im Carpark (Next to Seah Im Food Centre)	4.30am - 6.00am		
10km, 5km Fun Run & Ekiden (2nd to 6th runner of each team)	War Memorial Park	5.30am - 7.00am		

Annex D

SCMS Route Naming Challenge - List of Signature Portions of the Route

1	The Chinatown Stretch	<p>This is one of the many iconic landmarks Full Marathon and <i>Ekiden</i> runners will past through at around the 3km mark.</p> <p>Chinatown is Singapore’s largest historic district where remnants of its colourful past still stand and traditions still endure. Singapore’s Chinatown evolved when the first Chinese junk arrived from China, and set up homes around the south of the Singapore River. Back then, the only source of drinking water was from wells. People who lived and worked there relied on bullock carts to transport water, hence Chinatown’s name in Chinese – ‘Niu Che Shui’, which means Bullock Cart Water.</p> <p>Upon entering Chinatown at South Bridge Road, runners will be greeted by the Sri Mariamman Temple and Buddha Tooth Relic Temple, the oldest Hindu temple and biggest Buddhist temple in Singapore respectively, as well as rows of well restored shop houses and the famous Maxwell Food Centre.</p>
2	The Running Path along East Coast Park	<p>East Coast Park is the largest park in Singapore, with tropical green setting over a total land size of 185 hectares and a scenic coastline that stretches over 15km. Themed ‘Recreation for All’, East Coast Park caters to various segments of the public and offers a variety of activities, from sports to dining and recreational activities. East Coast Park is one of the most popular parks in Singapore, attracting more than 7.5 million visitors annually.</p> <p>The East Coast Park segment of the Full Marathon route is 18km long and is known to be the longest flat run in the race. Runners will begin this stretch along the beach at Fort Road at the 13km mark, before making a U-turn nearby the National Sailing Centre and heading back towards the Marina Bay area.</p>
3	The Walkway on Marina Bridge	<p>Upon exiting East Coast Park, Full Marathon and <i>Ekiden</i> runners will continue their journey towards the finish line via the Marina Bridge at the 34km mark of the route.</p> <p>Runners will cross the Marina Bridge, which spans the Marina Channel, allowing them to take in full view of the Marina Reservoir while crossing both reservoir and sea all at once.</p> <p>Linking to the Marina Bridge is the Marina Barrage, an engineering marvel consisting of nine 88 foot (26.8m) hydraulically operated steel crest gates spanned across the Marina Channel and seven 40 cubic metres per second drainage pumps housed with the pump building.</p> <p>Built across the mouth of the Marina Channel, the Marina Barrage</p>

		creates Singapore's 15th reservoir, and the first in the heart of the city. With a catchment area of 10,000 hectares, or one-sixth the size of Singapore, the Marina catchment is the island's largest and most urbanised catchment.
4	The Steep Upslope on Benjamin Sheares Bridge	<p>Coming off the Marina Barrage area, Full Marathon runners will head up the Benjamin Sheares Bridge at the 38km mark, and covering almost the full length of it.</p> <p>The steep upslope on this bridge is a true test of a runner's physical and mental strength, as the bridge climbs from street levels and arches high above, standing 20m above the sea level at its highest point and spanning over 1.8km. Once runners conquer the upslope, they will be offered picturesque and panoramic views of the downtown area in Singapore.</p> <p>The Benjamin Sheares Bridge is the longest bridge in Singapore, which honours the second President of the Republic, the late Dr Benjamin Henry Sheares.</p>
5	The Track alongside the Formula 1 Pit Building	<p>The Formula 1 (F1) Pit Building is a key infrastructure of the F1 Singapore Grand Prix. Spanning some 350 metres, the three storey building is located along the waterfront and is designed to be simple yet modern. It houses important race facilities such as the garages for the F1 race teams, control facilities, media centre, the winner's podium as well as the exclusive Paddock Club.</p> <p>The SCMS is another race that runs through the F1 Pit Building, this time on foot. This year, participants of the Full Marathon and Ekiden will be passing this key motorsports landmark of Singapore at the 7.5km mark.</p>
6	The Slope along Allanbrooke Road at Sentosa	<p>The Half Marathon race begins on Sentosa Bridge and through the gateway to Asia's leading leisure destination and Singapore's premier island resort getaway. A former fishing village turned British military base, Sentosa, was transformed into an idyllic island resort which now has a stretch of sheltered beach of more than 2km, divided into three portions: Palawan Beach, Siloso Beach and Tanjong Beach. Sentosa has also gained international fame for hosting some of Singapore's most exciting beach parties, such as the ZoukOut Dance Festival and Sentosa's annual year-end Siloso Beach Party.</p> <p>Covering more than 9km around Sentosa, participants will begin their journey and conquer the fairly steep slope along Allanbrooke Road in Sentosa towards the beaches.</p> <p>The otherwise tranquil 150-metre-long road segment is located across from the wondrous century-old Ficus Tree. Along the road, there are also two popular landmarks – Suburbia, an alcove for contemporary European cuisine and wines that is housed in the</p>

		<p>old Ficus monorail station, as well as Spa Botanica, Singapore's award-winning garden destination spa.</p> <p>Runners who have resisted the temptation to take a break in these landmarks and claimed victory over the initial hurdle will have a breeze going towards Palawan Beach and Tanjong Beach, where the sun, sand and sea await.</p>
7	The Running Loop within Universal Studios Singapore	<p>The journey in Sentosa will end through Universal Studio Singapore, the second Universal Studio theme park opened in Southeast Asia. With a total of 24 attractions, the park consists of seven unique themed zones which surround a lagoon. Each zone is constructed based on a blockbuster movie or a television show, featuring its own unique attractions.</p> <p>Half Marathon participants will embark on a colourful and exciting 1km journey within Universal Studios, with iconic characters such as Shrek, Puss in Boots and the staff of Universal Studios out in full force to cheer the runners on. Runners will be greeted by the first landmark at <i>Far Far Away</i>, before passing key themed attractions <i>Madagascar</i>, <i>Hollywood</i>, <i>New York</i>, <i>Sci-Fi City</i>, <i>Ancient Egypt</i>, and exiting at <i>The Lost World</i>. This is a truly unique experience for Half Marathon runners.</p>
8	The Route along Marina Bay Area	<p>The Marina Bay area will provide participants of the 10km a journey through Singapore's fast developing Marina Bay area. Within the last two to three years, the Marina Bay Area has seen many of Singapore's well known landmarks spring up, including Marina Bay Sands and the Helix Bridge.</p> <p>Participants will begin their race on the Esplanade Bridge beside the Esplanade – Theatres on the Bay, Singapore's performing arts centre. Sitting on six hectares of waterfront land alongside Marina Bay near the mouth of the Singapore River, the Esplanade is a venue for concerts, recitals and performances showcasing Singapore and internal culture.</p> <p>At the 1km mark, runners will pass the Singapore Flyer, the world's tallest Ferris wheel standing at a stunning 165m from the ground, with 28 observation capsules, providing visitors a view of Singapore's city area and looming over runners.</p>