

HSBC WAKEBOARD WORLD CUP SINGAPORE 2005  
PRESS CONFERENCE ANNOUNCEMENT  
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BEDOK RESERVOIR



FOR IMMEDIATE RELEASE

**SINGAPORE KIDS GET FREE WAKEBOARD LESSONS  
AT WORLD-CLASS VENUE OF HSBC WAKEBOARD WORLD CUP  
*HSBC Junior Riders first of several unprecedented activities at venue***

SINGAPORE, 3 OCT, 2005 – Up to 120 primary school children will get free wakeboard lessons over the next six months at the world-acclaimed venue of the HSBC Wakeboard World Cup Singapore - Bedok Reservoir.

Although Bedok Reservoir is a popular water sports venue for rowing, kayaking, canoeing and dragon boating, wakeboarding has so far been restricted only to the elite competitors of the inaugural HSBC Wakeboard World Cup 2004. This year however, in addition to the world's best 35 riders competing in the much anticipated HSBC World Cup 2005 on Oct 22-23, Bedok Reservoir will also be the venue for 120 school children to get their first taste of wakeboarding, all thanks to the HSBC Junior Riders program.

Under the program, school children aged 10 years and under – mostly from neighbourhood schools - will enjoy complimentary Level 1 lessons from instructors from the Singapore Waterski and Wakeboard Federation (SWWF). Besides being learning basic wakeboarding skills, all HSBC Junior Riders will also learn an Environmental Code of Conduct and Wakeboarding Safety Codes.

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In addition, some of the HSBC Junior Riders will also have the unique opportunity to be official flag-bearers at the HSBC Wakeboard World Cup 2005 and have the opportunity to interact and meet the world's best riders.

“The HSBC Wakeboard World Cup allows HSBC to deliver on its brand promise as the World's Local Bank by bringing a world-class event to a local venue,” said Wendy Lim, Senior Vice President, HSBC's Head of Marketing. “In addition, we are pleased to further extend our support for Singapore wakeboarding with the HSBC Junior Riders Program. Besides learning a new sport, the HSBC Junior Riders will experience the thrill of being part of a world-class competitive event which we hope will inspire some of our HSBC Junior Riders to become future Singapore representatives in world-class wakeboarding events.”

The pioneer batch of HSBC Junior Riders, all 10 years and under, were specially selected by neighbourhood schools around the HSBC Wakeboard World Cup venue. The 18 children - from Tampines Primary School, Tampines North Primary School, Telok Kurau Primary School and St. Hilda's Primary School - started Level One classes during the recent September school holidays and will be receiving their certificates of participation at the Media Launch of the HSBC Wakeboard World Cup 2005 on 3 October 2005.

“The Junior Riders program acts as a talent identification scheme for SWWF and participants who meet the prerequisites of Level One will progress to Level Two and then Level Three classes, with the opportunity to learn more advance manoeuvres,” explained Richard Eu, president SWWF. “The top riders from the Level Three classes may eventually be invited to join our National Junior Development Squad to be groomed as future national representatives.”

He added: “Bedok Reservoir is a world-class venue not just for competitive wakeboarding, but also recreational wakeboarding. The environment here is ideal for children to learn wakeboard as compared to the open seas. Thanks to the HSBC Junior Riders program, primary school children now have a unique opportunity to try a new and exciting sport in a clean and safe environment.”

Added Mr Yap Kheng Guan, Director, 3P Network, PUB: “The purpose of encouraging water activities is to help the young develop a relationship with water so that they can better value Singapore's waters, by using water wisely and keeping our waterways and catchments clean. Public feedback surveys have shown that Singaporeans are in favour of more recreational activities in our nation's reservoirs

and reservoir parks and PUB has been actively promoting more recreational activities in Singapore reservoirs and reservoir parks over the recent years.”

Besides the HSBC Junior Riders program, the organisers have promised to unveil more exciting and unprecedented activities in the build-up to the HSBC World Cup on 22 – 23 October 2005.

Organised by SWWF and the Singapore Sports Council (SSC), the HSBC Wakeboard World Cup Singapore 2005 promises two days of spectacular adrenaline-pumping wakeboarding action. For the first time, the top 8 qualifiers from the 25 strong men’s field will compete in a head-to-head knockout elimination format on Sunday and the last man standing will collect a cool US\$15,000.

Once again, wakeboarding enthusiasts and non-wakeboarding spectators alike can expect many fun-filled onshore and water-based activities for all ages at the HSBC World Cup at Bedok.

“The Singapore Sports Council welcomes back the HSBC Wakeboard World Cup to our shores for the second year running. As part of the International Water Ski Federation (IWSF) World Cup series, this is a highly acclaimed water sports event, which has established itself as part of SSC’s vibrant sporting calendar of local and overseas events”, said Daniel Metcalfe, SSC, Chief, Hi Participation and Industry Development Group.

He added, “With the Bedok Reservoir hailed as the best stop for the 2004 World Cup series, this endorsement no doubt reinforces Singapore’s credentials to be a vibrant water sports hub in the region. This is made possible by title sponsor HSBC which has demonstrated its commitment to grow and develop the sport through its Junior Riders programme.”

Over 12,000 Singaporeans flocked to last year’s HSBC World Cup and organisers are expecting a bigger turnout this year.

The HSBC Wakeboard World Cup Singapore 2005 is the season-ending leg of the prestigious International Water Ski Federation (IWSF) World Cup which consists of wakeboarding and waterskiing stops in four major cities around the world. The Singapore leg is the final World Cup stop, after hugely successful events in France, Russia (two events) and Ireland. A total of 25 men and 10 women from 20 countries will be competing for a share of the US\$50,000 prize money, and valuable World

Cup points based on final placement in Singapore where the overall series champions will win a bonus purse of US\$30,000.00

Defending World Cup Singapore champion Philip Soven, also the 2004 Summer X, 2004 World and 2005 World Games Champion, is set to lead a star-studded cast here next month. The 16-year-old wakeboard sensation has been undefeated on the World Cup circuit since winning in Singapore last year and another good showing in Singapore could see him claiming the 2005 World Cup series title from Australia's Daniel Watkins. Also back to defend the women's crown is 2005 World Games and 2004 Asian Champion Chen Li Li from China.

As the host country, Singapore will be permitted two invitational spots to compete in the HSBC Wakeboard World Cup Singapore 2005. The SWWF will announce its final selection at a later date but 12-year-old sensation, Sasha Christian, who regained her National Title last month, is expected to get the nod to represent the Republic.

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