



## **OUTDOOR CHANNEL PARTNERS WITH SINGAPORE'S ICONIC NIGHT MARATHON** ***Outdoor Channel Becomes Official Broadcaster for OSIM Sundown Marathon 2016***

**SINGAPORE, 28<sup>th</sup> January 2016** - Outdoor Channel (Asia), The World Leader In Outdoor Entertainment, today announced its support for Singapore's iconic night marathon, OSIM Sundown Marathon 2016.

The 9<sup>th</sup> edition of Sundown Marathon will be held on Saturday, 28 May 2016 at Singapore's F1 Pit Building. As the official broadcaster, Outdoor Channel (Asia) will promote Asia's largest night marathon to its audience across 17 countries and 6 million households. With the involvement of Outdoor Channel, the event is expected to draw an estimated 30,000 runners, supporters and avid sporting enthusiasts in the region this year.

Adrian Mok, Managing Director, HiVelocity Events Pte Ltd, said, "Sundown Marathon has injected a jolt of energy into Singapore's running scene when it became the nation's first night marathon in 2008, and the event hasn't looked back since. From a humble attendance of just over 6,000 local runners in the first year, OSIM Sundown Marathon 2016's registration is expected to reach 30,000, with runners from Singapore and a fair share from the regional countries. We are delighted to have Outdoor Channel as this year's official broadcaster. Outdoor Channel's support will help elevate the brand regionally and give runners in Asia a chance to outrun themselves at Asia's largest night marathon."

Gregg Creevey, Managing Director, Multi Channels Asia, said, "It's an honour to be part of the continued success of the Sundown Marathon. With the introduction of the Sundown Race Village and Sports Zone, the OSIM Sundown Marathon 2016 is, like Outdoor Channel the embodiment of vibrant outdoor lifestyles and entertainment, promising to thrill viewers and challenge participants to surpass themselves."

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### ***About Outdoor Channel:***

Outdoor Channel is the World Leader In Outdoor Entertainment, featuring traditional and contemporary outdoor sports such as fishing, off-road, water sports, adventure and more. Outdoor Channel is available in more than 40 million households worldwide. In Asia, Outdoor Channel is owned and operated (under license) by Multi Channels Asia and is available in 17 countries and some 6 million households.

### ***About HiVelocity:***

Formed in 2005, HiVelocity Pte Ltd has established itself as one of the premier sports event management firms in Singapore. As the one-stop solution for all races, HiVelocity's affiliated subsidiaries specialize in race timing, database management, public relations, brand distribution and retail services. Its unique combination of services helped to forge a reputation for creating memorable sporting experiences for



participants, spectators and sponsors alike. HiVelocity's most iconic events include Sundown Marathon, Men's Health Urbanathlon, Great Eastern Women's Run and Yoma Yangon International Marathon. Sundown Marathon is the largest night marathon in Asia with 28,000 participants in 2014. With plans for expansion into the rest of Asia and into other sporting event categories in the near future, HiVelocity is poised to make Singapore a regional hub for sporting enthusiasts.

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