



Media Release

For Immediate Release

World Champion Christian Sprenger Launches Singapore Swim Stars

Coca-Cola Singapore and Speedo among the first sponsors confirmed

Singapore, 20 May 2014 – World Champion Christian Sprenger officially launched the Singapore Swim Stars at the iconic Infinity Pool at the SkyPark at Marina Bay Sands with the confirmation of some of the biggest brands as sponsors of the three-day swimming festival.

Held from 5 – 7 September, the Singapore Swim Stars boasts of a program that includes an unprecedented competition format involving some of the world's best swimmers, a synchronised swimming showcase as well as swimming clinics conducted by the swimmers and an open water event for the community.

Conceptualised by Sports Swim Organisation and former swimmers including Olympians Stephan Caron (France) and Karen Pickering (Britain), the Singapore Swim Stars kicks off with the thrilling inaugural one-day swimming event involving some of the world's best sprinters at the OCBC Aquatic Center. Doing away with the traditional heats, eight of the best swimmers in the world for each swim stroke will feature in direct finals in 100m events. The OCBC Aquatic Center will also see some of the fastest men and women in the 50m Freestyle take on each other in semi-finals with the eventual two fastest swimmers go head-to-head in a showdown.

“This idea originated from the fact that most swimming events aren't always very attractive to the general public. Spectators have trouble keeping up with multiple heats and races. Our innovative concept is meant to combine world-class athletic performances with an exciting show and our ambition is to make



Singapore Swim Stars the biggest event after the Olympic Games and World Championships,” said Harald Eltvedt, Event Director, Sports Swim Organisation.

Other than Sprenger (Australia), some of the swimmers who have confirmed their participation include Olympic and World Champions James Magnussen (Australia), Nathan Adrian (USA), Katinka Hosszu (Hungary) and Ruta Meilutyte (Lithuania).

Sports Swim Organisation today also announced the confirmation of the first major sponsors of the event – Coca-Cola Singapore and Speedo.

As part of Coca-Cola’s sponsorship of the three-day swim festival, Coca-Cola Singapore together with Sport Swim Organisation has created the *Coca-Cola Movement is Happiness Swim Challenge* Facebook App, to encourage Singapore to clock more miles in the pool. Members of the public are encouraged to keep track and enter the miles they have swum via a Facebook application available on both the Singapore Swim Stars Facebook page (www.facebook.com/SingapSwimStars) and the Coca-Cola’s Facebook page (<http://www.facebook.com/CocaCola>).

“Coca-Cola is dedicated to creating healthy and active communities globally, we know that fitness builds strength and self-confidence, and that can lead to better health and happiness. This year, we launched the Movement is Happiness initiative, to inspire Singaporeans to move more by having fun. We are glad that through partnerships like this, with Singapore Swim Stars, we can create more opportunities to get people moving towards a happier and healthier Singapore”, said Mr Archawat Chareonsilp, ASEAN Government Relations Director, Coca-Cola.

Christian Sprenger (Australia), Gold medalist in the 100-metre breaststroke event at the 2013 World Championship took time out of his preparation for the



Commonwealth Games to conduct a swim clinic at Marina Bay Sands, Infinity Pool. The clinic includes participants from SportCares Foundation and Marina Bay Sands' corporate social responsibility programme, Sands for Singapore, which extended the opportunity for beneficiaries from Down Syndrome Association, Metta School and Special Olympics to meet the swim star at today's event.

"The swimming community has been waiting a long time for a world-class competition with an innovative and new format. I'm looking forward to competing in the inaugural Singapore Swim Stars and to meet my fans here again. The *"Coca-Cola Movement is Happiness Swim Challenge"* is a really cool way to encourage the community to start swimming to keep fit and enjoy the camaraderie with friends and family too," said Sprenger.

Ticketing details for the Singapore Swim Stars will be revealed in due course.

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About Coca-Cola Singapore

The Coca-Cola system in Singapore manufactures, markets and distributes over 40 products including sparkling beverages (Coca-Cola, Fanta, Sprite, A&W, Schweppes), zero-calorie sparkling beverages (Coke Light, Coke Zero), juice drinks (Minute Maid Pulpy, Qoo), isotonic drinks (Aquarius), teas (Heaven and Earth), coffee (Georgia) and waters (Dasani, glacéau vitaminwater).

Coca-Cola has been refreshing Singaporeans for over 75 years and is committed to building a healthier and happier Singapore. Through their programmes and partnerships they aim to make a lasting positive difference in the local community. Coca-Cola Step With It®, Singapore! active lifestyle programme has benefited over 150 primary schools and 400,000 Singaporeans since it began in 2003. For more information about Coca-Cola Singapore, please visit: www.coca-cola.com.sg.



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