

FOR IMMEDIATE REPORTING



## ROUTE FOR TOUR DE FRANCE PRUDENTIAL SINGAPORE CRITERIUM FINALISED; ALL INVITED TO CELEBRATE THE ARRIVAL OF TOUR DE FRANCE IN SINGAPORE FROM 29-30 OCTOBER

**SINGAPORE, 17 October 2022** – The route for the first-ever Tour de France Prudential Singapore Criterium has been approved (subject to change), with the best vantage points along the 3.2km circuit identified so that those in Singapore can catch the world's best cyclists in action from 29-30 October. In a major announcement, the event has confirmed non-ticketed (free public access) viewing areas at The Float @ Marina Bay grandstand, making this the most accessible major event in Singapore and bringing the true spirit of the Tour de France to the streets of Singapore.

Spectators will witness the exhilarating race with top speed in excess of 55km/hr as the cyclists complete 20 laps of the 3.2km circuit race on Sunday 30 October. The riders competing in Singapore include four-time Tour de France winner Chris Froome, reigning Tour de France champion Jonas Vingegaard, cycling brothers Antonio and Vincenzo Nibali, as well as Spanish cycling great Alejandro Valverde, winner of the 2018 UCI Road World Championships. Mark Cavendish who is the joint record holder of the most number of stages won (34) at the Tour de France will also be racing under TDF Criterium Legends Team. They will compete on a specially designed street circuit in the heart of the city. The race flags off and ends at The Float @ Marina Bay, and will take these cyclists past iconic Singapore landmarks including the Merlion and the Esplanade. The route map is available at [Annex A](#).

Ticketing and hospitality options remain available for those who wish to enhance their viewing experience, including premium seating that offers unparalleled viewpoints of the start/finish line and main stage at The Float @ Marina Bay to follow all the racing action live and on the big screen. Attendees of the event will also be able to purchase and enjoy the official beer of the event, The Chain Reaction West Coast IPA, and bites from official F&B partner, Brewerkz Singapore. (More information about the Chain Reaction West Coast IPA is available at [Annex B](#))

Fans can also purchase their ticket to SYNTHONY, the one-night only show featuring a breathtaking fusion of electronic dance music, DJs, vocalists, instrumentalists and Singapore's very own fully-independent professional symphony orchestra –

Metropolitan Festival Orchestra (MFO). Visit [Ticketek Singapore](#) for more information on ticketing options.

Brendon Bainbridge, Managing Director TEG Asia: “The Tour de France brand making its first appearance on Singapore shores is something to be celebrated, and we would like to invite fans locally and regionally to come and enjoy this event. It’s a highlight not to be missed. For cycling fans especially, the chance to enjoy a world-class race right here in our part of the world is a once-in-a-lifetime experience that will remain a cherished memory in the years to come. We look forward to welcoming all to the Tour de France Prudential Singapore Criterium in two weeks.”

Ms Ong Ling Lee, Executive Director, Sports & Wellness, Singapore Tourism Board added: “We are proud of Singapore’s dynamic and vibrant calendar of world-class sporting events, which now includes the famed Tour de France Criterium, happening in Southeast Asia for the first time. As we count down to the inaugural criterium, we are excited for riders, teams and fans to experience racing in the heart of our city. We hope this will also inspire them to explore Singapore’s new and reimagined offerings beyond the circuit.”

Mr Goh Theng Kiat, Chief Customer Officer, Prudential Singapore, said: “The inaugural edition of Tour de France Prudential Singapore Criterium is a highly anticipated one, and marks an important milestone for Singapore. Prudential’s title sponsorship signifies our commitment to encourage more people to be healthier and more active, and our continued support towards Singapore’s standing as a world-class tourism hub.”

Yannick Talabardon, Race Director of the Tour de France Prudential Singapore Criterium said: “We’re excited to be coming to Singapore for the first time, and the chance to watch top professional cyclists in action should be an experience that is accessible to everyone. You only have to look at the success of Saitama, Japan where people line the streets for the race and we hope it will be the same here. The Tour de France Prudential Singapore Criterium is a great opportunity for us and our cyclists to not only connect with the cycling community in Singapore, but also to share and introduce our sport to more people, so that they can also be a part of the joy and excitement that cycling brings us. It’s going to be a very special moment for us. We have some highly-skilled riders in the Singapore line-up, so those coming can definitely expect a thrilling race at The Float @ Marina Bay.”

Alongside the professional criterium on 30 October, avid amateur cyclists can also be a part of the action through joining the Tour de France Prudential Singapore Amateur Criterium, which has men’s and women’s races. Riders joining the Amateur Criterium will race on the same circuit as the professional race.

There are options for recreational cyclists to participate as well, with the Brompton World Championship, PRURIDE Seeker’s Society and The Absolute Cycle Race all taking place during the event weekend.

Visit [www.singaporecriterium.com](http://www.singaporecriterium.com) for more information. For tickets, please purchase on [Ticketek Singapore](#).

Latest updates on the Tour de France Prudential Singapore Criterium are available on [www.singaporecriterium.com](http://www.singaporecriterium.com) as well as [Facebook](#) and [Instagram](#).

The Tour de France Prudential Singapore Criterium is part of the vOilah! France Singapore Festival. More information can be found at [Annex B](#).

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### **About Prudential Assurance Company Singapore (Pte) Ltd (Prudential Singapore)**

Prudential Assurance Company Singapore (Pte) Ltd is one of the top life insurance companies in Singapore, serving the financial and protection needs of the country's citizens for 91 years. The company has an AA- Financial Strength Rating from leading credit rating agency Standard & Poor's, with S\$53.3 billion funds under management as at 31 December 2021. It delivers a suite of well-rounded product offerings in Protection, Savings and Investment through multiple distribution channels including a network of more than 5,000 financial consultants.

### **About Amaury Sport Organisation**

Amaury Sport Organisation is a company that owns, designs and organises top international sporting events. Specialised in the 'non-stadia' events, it has in-house knowledge of professions linked to organisation, media and sales of sports events.

A.S.O. organises 250 days of competition per year, with 90 events in 30 countries.

A.S.O. is involved in 5 major sports including cycling with the Tour de France, motor sports with the Dakar, mass events with the Schneider Electric Marathon de Paris, golf with the Lacoste Ladies Open de France and sailing with production and distribution of images for prestigious races.

Amaury Sport Organisation is a subsidiary of the Amaury Group, media and sport group that owns the newspaper L'Equipe.

### **About Evoke Exp**

Evoke Exp Pte Ltd is an event consultancy and rights holder for globally impactful live-experience based properties in the areas of sport, F&B and lifestyle.

### **About TEG Sport**

TEG Sport is owned by TEG, a leading global live entertainment, ticketing and technology business which operates worldwide out of seven country offices. TEG also includes TEG Live, TEG Experiences, TEG Dainty, TEG Europe, TEG Van Egmond, Laneway Festival, Handsome Tours, TEG Rockefeller, Qudos Bank Arena, Ticketek, Ticketek Marketplace, Eventopia, Softix, TicketCharge, TicketWorld, Ticketek Singapore and Ovation.

*Life is Better Live. Whether it's Sport, Concerts, Musicals, Theatre or Exhibitions, nothing beats the live experience!* For more information, visit [www.teg.com.au](http://www.teg.com.au).

### **For media queries:**

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Annex A

Route for Tour de France Prudential Singapore Criterium – [subject to final approval from authorities]



Seat Map

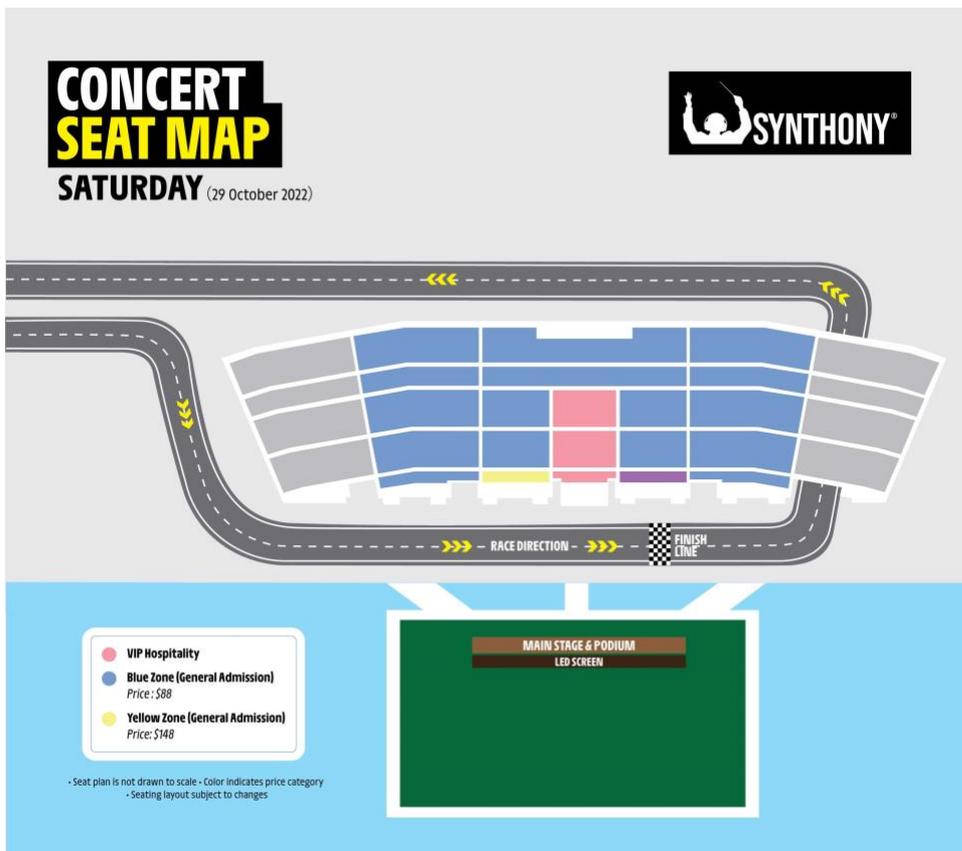
Grandstand Seat Map – Weekend Pass



Grandstand Seat Map – Sunday



Concert Seat Map – Saturday



### **Info about Brewerkz Singapore's Chain Reaction West Coast IPA**

Brewed to celebrate Singapore's cycling culture, the Chain Reaction West Coast IPA is part of Brewerkz's Singapore Series, a line-up celebrating the spirit of Singapore. With intense tropical notes of passionfruit, pineapple, citrus and pine needles, this beer has resinous hoppiness and a nice lingering bitterness on the finish, a perfect ode to Singapore's robust cycling scene.

### **Info about vOilah! France Singapore Festival**

vOilah! France Singapore Festival returns from 26 October to 27 November 2022! The festival continues to celebrate the success and strength of France and Singapore's bilateral partnership.

A flagship event presented by the Embassy of France in Singapore, this year's Festival is themed "Inspiration". Visitors can look forward to a line-up specially curated to spark inspiration and enlighten minds and souls as we look ahead with hope for the rest of the year and beyond.

Expect to be blown away with 40 new and eye-opening co-creations and co-productions between our two countries. There's something for everyone, from art enthusiasts to food connoisseurs. With exhibitions, concerts, multimedia installations, sports events and food market, vOilah! 2022 promises to be an engaging month of programmes for every interest and aspiration.

vOilah! 2022 continues to be a net-zero festival by acting to reduce CO2 emissions at their core. By learning from past festivals and working closely with its partners to cut carbon footprint collectively, vOilah! aims to contribute to a sustainable tomorrow.