



FOR IMMEDIATE RELEASE

Prudential to partner with Six Day to host inaugural track cycling event in Hong Kong

Sarah Lee confirmed to compete among international elites as Six Day Series cycling festival makes its Asian debut

HONG KONG, 23 January 2019 – Hong Kong’s burgeoning cycling scene received a welcome boost today with the announcement that **PRURide Six Day Hong Kong** is set to make its debut at Hong Kong Velodrome Park from 8 to 10 March 2019.

Prudential will be the title sponsor as the international cycling series Six Day extends its footprint into Asia, with the Hong Kong stopover joining established events in six other cities across three continents. PRURide Six Day Hong Kong will be the fifth race in the seven-stop 2018/19 series which started in London last October and ends in Brisbane in April 2019.

PRURide Six Day Hong Kong will feature the world’s best male, female and junior riders who will descend on Hong Kong in March for an action-packed, three-day event, set to include all the usual Six Day track racing formats which will be presented in a spectacular arena environment. The racing will include the Madison, time trials, team eliminations, scratch races and points race formats.

Madison Sports Group have reinvented six-day cycling – a traditional form of track cycling first raced in 1878 – with cutting-edge, world class presentation and entertainment. With lights down and music turned up, the house DJ keeps the party atmosphere going throughout the racing in a way not previously seen at Hong Kong’s velodrome. The London-based sports promoter has revolutionised the 140-year old sport, and created the world’s first Six Day Series in 2016.

Riders from The Cycling Association of Hong Kong will participate alongside international Olympic gold medallists and household names; and with UCI ranking points, counting towards Olympic qualification, up for grabs, spectators can look forward to witnessing the world’s best compete in Hong Kong in a party atmosphere.

Lead by Olympic and world championship medallist Sarah Lee Wai Sze and Asian Games Champions Leung Chun-wing and Cheung King-lok, Hong Kong’s track cyclists have enjoyed notable success on the international stage in recent years. They will relish the opportunity to test themselves against the world’s elite.

James Durbin, Chief Executive Officer of Madison Sport Group, said “We are delighted to announce that the Six Day Series will be making its Asian debut in Hong Kong this March. Through a combination of its on-track action and off-track entertainment, Six Day presents track-cycling in a way that has never been seen before, appealing to sports fans, cycling



enthusiasts and event-goers alike. The series has become synonymous with sport, entertainment and the stars of the future. With its reputation as one of the world's most vibrant and energetic cities, Hong Kong is brilliantly suited to staging a Six Day event. We're looking forward to it."

Derek Yung, Chief Executive Officer of Prudential Hong Kong Limited, said, "We are excited with the sponsorship opportunity as it aligns with Prudential's commitment to inspiring and encouraging a healthy and active lifestyle in Hong Kong. PRURide Six Day Hong Kong is a new and exciting international event that will bring sports enthusiasts and families together through a spectacular showcase of sporting excellence by the best track cyclists in the world."

Sarah Lee, who has confirmed her participation to the event, said, "I'm thrilled to be asked to participate in the inaugural PRURide Six Day Hong Kong. It's a great addition to Hong Kong's cycling calendar and from an athlete's perspective, it will be a great opportunity for Hong Kong's cyclists to compete against the world's best in our home city. Hopefully the home-advantage will play its part!"

TK Yeung, Commissioner for Sports, Home Affairs Bureau, said, "The Home Affairs Bureau welcomes the Six Day Series to Hong Kong. Cycling is a popular sport in Hong Kong and our athletes have enjoyed notable success in international competitions in recent years. We look forward to seeing the world's top track riders compete in yet another international showcase event in the city of Hong Kong which will help to inspire future generations of cyclists."

In addition to the action taking place inside the velodrome, PRURide Six Day Hong Kong will also feature a free Family Fun Ride on Saturday and Sunday (9 -10 March), offering fun and games for seasoned cyclists and budding stars of all ages.

PRURide Six Day Hong Kong is a UCI (Union Cycliste Internationale) Classified – Class 1 event and is sanctioned by the Cycling Association of Hong Kong. Tickets are priced from HKD 240 to HKD 380 and are available starting today. For more information on PRURide Six Day Hong Kong, please visit pruridesixday.hk, or visit www.sixday.com to learn more about the Six Day Series.

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Notes to Editor:

About Prudential

Prudential has been serving the people of Hong Kong since 1964. Through Prudential Hong Kong Limited and Prudential General Insurance Hong Kong Limited, we provide a range of financial planning services and products including individual life insurance, investment-linked insurance, retirement solutions, health and medical protection, general insurance and employee benefits.

Prudential plc is an international financial services group with significant operations in Asia, the US, the UK and Africa. We serve over 26 million insurance customers and have £664 billion of assets



under management as at 30 June 2018. Prudential plc is listed on stock exchanges in Hong Kong, London, New York and Singapore.

Please visit www.prudential.com.hk for more information.

About Madison Sports Group

Founded in 2013, Madison Sports Group is a leading promoter of professional cycling events. It creates and delivers world class events for athletes, participants and fans all around the world.

MSG currently oversees a Series of 'Six Day' Track Cycling events including London, Berlin, Copenhagen, Melbourne, Manchester and Brisbane.

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