



## **HAW PAR HEALTHCARE LIMITED**

401 Commonwealth Drive #03-03 Haw Par Technocentre Singapore 149598  
Tel: (65) 63379102 Fax: (65) 63369232/63380543/62623436/64900258  
Website: [www.tigerbalm.com](http://www.tigerbalm.com) Company Registration No: 198801793M

### **PRESS RELEASE FOR IMMEDIATE DISTRIBUTION**

## **Tiger Balm® ACTIVE announces its chosen representative for the ING New York City Marathon**

**Singapore, 26/27 September, 2011** – After much deliberation, a winner has been selected to be the first representative of Team Tiger Balm® ACTIVE at the ING New York City Marathon 2011 on November 6 2011. Steven Goh emerged the winner after a unanimous decision made by the panel of judges consisting David Voth of the Singapore Sports Council, and Standard Chartered Marathon Singapore 2011 Organising Committee; Ben Pulham, Co-founder and Managing Director of Racers' Toolbox; and Jasmin Hong, Deputy General Manager of Haw Par Healthcare Ltd.

The two-week long contest required participants to submit a 2-min video, as well as a short write up detailing why they deserve to represent Team Tiger Balm® ACTIVE at the New York City Marathon 2011, on an all expense paid trip to the Big Apple.

Steven impressed judges with his simple and sincere video that underlined a message of strong determination, as well as demonstrating a sense of achievement. A naturally active person who loves the outdoors, Steven has taken part in more than 30 different races locally, ranging from biathlons to marathons. He was also chosen as he best represented the everyday athlete, who embraces and leads an active lifestyle, with an aim to give back to society through the choices he makes.

Actively involved in a range of team and outdoor-based sports such as dragon boating, rock climbing and rugby, the 28-year-old is currently studying Physical Education at the National Institute of Education. Steven hopes to be a Physical Education teacher, with the intention of spreading the message of the importance of an active and sporting lifestyle to the next generation through his role. "The importance of having an active lifestyle is losing its place among the inundation of computer games and television, and I want to help the next generation get back on the right track," said Steven.



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For someone who has never participated in a sporting event overseas before, this opportunity to gain international race experience will be an invaluable one. The New York Marathon boasts an experience of a lifetime, bringing runners through the streets of New York's five boroughs. The course unites dozens of culturally and ethnically diverse neighborhoods, starting from Staten Island, through to Brooklyn, Queens, the Bronx, crossing five bridges, and finishing in the world-famous Central Park in Manhattan. Besides the picturesque route, it would present a challenge for the Singaporean runner as well through the climate, with temperatures ranging from 12°C - 5°C.

"I'm ecstatic to be given the chance to run in New York. It's a huge race for running enthusiasts, and this would definitely be one occasion to remember. I'm also looking forward to sharing my journey with others, and hopefully inspire them to adopt an active and sporting lifestyle in turn," says Steven of his win.

"In view of the quality submissions we received, it was a difficult task for the three judges to decide on the one person who will represent Tiger Balm® ACTIVE in the New York Marathon. I wish to thank all who have taken the effort to respond to our challenge and I applaud your desire to take part in one of the most admired marathons in the world. Unfortunately there can only be one winner and I congratulate Mr. Steven Goh on being chosen. The team will now help him prepare for the race ahead and I am sure he will do us all proud," said A K Han, Executive Director, Haw Par Corporation Ltd.

To ensure that Steven will be fit to complete the marathon under a different environment in New York City, Tiger Balm® has arranged for Steven to undergo a strict medical examination. This is to ensure and help Steven optimise his performance to its full potential due to the different climate and conditions that New York City will present in November. He will also be provided with a personal training programme by practitioners from Racers' Toolbox, in order to prepare him for the 42 kilometres race across the streets of New York City.

In the lead up to, and during the ING New York City Marathon 2011, Steven will also be documenting his journey through a series of blog and Twitter entries, and through Team Tiger Balm® ACTIVE's Facebook page ([www.facebook.com/teamtigerbalmactive](http://www.facebook.com/teamtigerbalmactive)). Through these platforms, Steven will be sharing and motivating others to lead an active lifestyle.



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Steven will depart Singapore on 4 November, and join Team Tiger Balm® from Germany at the ING New York City Marathon 2011.

**ENDS**

### **Notes to Editors**

Please note that the brand name “ACTIVE” in “Tiger Balm® ACTIVE” is in capital letters.

### **Haw Par Healthcare Limited Corporate Profile**

Haw Par Healthcare Limited manufactures, markets and distributes a range of healthcare products under their established brands, Tiger Balm and Kwan Loong. With nearly 100 years of history and proven success, the company’s renowned Tiger Balm has been conferred the Heritage Brand Award and was selected as one of Singapore’s most significant icons by The Design Society of Singapore.

Haw Par aims to deliver health and well-being through proven oriental wisdom. Besides its flagship Tiger Balm ointment, the company has launched an extended line of Tiger Balm products such as, Tiger Balm Medicated Plasters, Tiger Balm Muscle Rub, Tiger Balm Liniment, Tiger Balm Joint Rub, Tiger Balm Neck & Shoulder Rub and Tiger Balm Soft, targeting relief of different types of bodily pain.

Today, the Tiger Balm range of products is marketed in more than 100 markets worldwide through Haw Par’s global distribution network. Haw Par works closely with partners around the world on new product development and constantly explores new partnerships and opportunities to bring the Tiger Balm range of products to more markets.

Haw Par adopts a customer-centric approach to product development and new products are launched based on consumer insights gathered from research of market trends worldwide. For instance, the Tiger Balm Neck & Shoulder Rub was launched in 2005 following research findings on the lifestyle needs of consumers. Then Tiger Balm Neck & Shoulder Rub Boost was introduced to cater to consumers who need a stronger version, while the Tiger Balm mosquito repellent products appealed to the children’s needs.

The company emphasizes quality and product safety. All Tiger Balm and Kwan Loong products are manufactured at production facilities certified to the Good Manufacturing Practice. The products have also been registered with health regulatory authorities in markets such as, Australia, Germany, Hong Kong, Japan, Sweden, Taiwan, China, Korea, Thailand, and the United Kingdom.



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