

**FOR IMMEDIATE RELEASE**

**Great Eastern extends partnership with The Kallang Group, committing to year-round community events at National Stadium**

*One of Singapore's largest fully-sheltered, free-to-use civic spaces has a new name*



**Singapore, 22 March 2026** – Great Eastern and The Kallang Group announced today that the iconic 888-metre sheltered running track encircling the National Stadium at The Kallang has been officially named Great Eastern Promenade, marking a new chapter in activating one of Singapore's largest fully-sheltered, free-to-use civic spaces as a vibrant hub for community events and social connections.

Refreshed in the company's signature red-and-blue colours, Great Eastern Promenade will anchor a year-long line-up of accessible programmes designed to encourage more active living for all. Building on its longstanding partnership with The Kallang Group, Great Eastern aims to bring new energy and activity to the space through thoughtfully curated experiences for families, fitness enthusiasts and the wider community.



Greg Hingston, Group Chief Executive Officer, Great Eastern said: “The promenade at the National Stadium is where the people of Singapore come to walk, run and stay active. With two of the OCBC Group’s most iconic events, OCBC Cycle and Great Eastern Women’s Run, already staged at The Kallang, expanding our presence through this promenade is a logical next step in our partnership and contribution to the community. We see Great Eastern Promenade as a vibrant and open space where communities can thrive, make meaningful connections and have a balanced lifestyle through play.”

Quek Swee Kuan, Chief Executive Officer, The Kallang Group highlighted: “The Kallang comes alive each day as families, sports enthusiasts, and diverse community groups gather to enjoy shared experiences. At The Kallang Group, we continually seek to curate meaningful engagements that deepen the community’s connection with the precinct. We are therefore pleased to extend our longstanding partnership with Great Eastern to enhance our offerings through expanded community sport programmes and initiatives that promote financial literacy.”

### **A day of activities to mark the launch**

To celebrate the launch of Great Eastern Promenade, the Great Family Play Day kicked off a pipeline of community activities to be rolled out throughout the year. Close to 350 individuals and families took part in activities including family pickleball, beginner-friendly cycling tryouts, and the onsite Great FinChamp Challenge, an interactive game for families with children to learn key financial concepts. The day was a preview of the experiences that Great Eastern will bring in including complimentary ‘Learn A Sport’, for children of policyholders who have enrolled in the Great Explorer Programme to learn sports such as pickleball and cycling.

### **On the right track: setting the pace for health and wellness**

As a nod to the iconic annual Great Eastern Women’s Run, 75 runners took off at Great Eastern Promenade to launch the unisex Great Eastern Run Club. In collaboration with the Running Department, one of Singapore’s pioneering running clubs, the Great Eastern Run Club will offer a series of guided community runs led by its experienced run crews. Open to runners of all levels, it provides a structured yet welcoming environment where participants can train safely, track their progress, and draw motivation from a like-minded community.



To commemorate Great Eastern's 118<sup>th</sup> year, families of customers and employees also chucked up 118 laps, with each family completing at least one lap around the track, symbolising the brand's commitment to championing health and wellness across generations.

### **Nurturing Singapore's financial champs of tomorrow**

Great Eastern will launch a dedicated programme to financial literacy at The Kallang as part of its broader efforts to nurture a financially resilient generation. Called the Great FinChamp Challenge, it will be housed in a new Great Eastern installation space located near National Stadium Gate 14 and will showcase a financial literacy game that helps students explore key financial concepts like saving, budgeting, insurance, and smart spending.

Set to welcome visitors from the second half of 2026, the installation space will provide a platform for community giving. Members of the public will be able to donate to Great Eastern's appointed charity partners, Daughters Of Tomorrow and Singapore Cancer Society, via a special vending machine and receive limited edition merchandise and collectibles as appreciation. Locker rental services will also be available, with all proceeds going to the charity partners.

As a Founding Partner of The Kallang and its Official Insurance Partner, Great Eastern aims to build stronger communities by promoting healthy lifestyles through sports and movement, and today, through financial literacy. As part of the collaboration, there are plans to introduce aspects of financial literacy into The Kallang's Learning Journey programme, an educational experience where participants explore The Kallang. In step with the OCBC Group – where OCBC serves as the Premier Founding Partner of The Kallang, Great Eastern is united in the Group's common vision to bring world-class entertainment and lifestyle activities to the community.

For the calendar of events by Great Eastern happening at Great Eastern Promenade, please visit: <https://www.greateasternlife.com/sg/en/about-us/brand/promenade.html>.