

# A roaring success for Great Eastern Women 10K

Ten female Members of Parliament (MPs), seven of whom ran the race, stepped in to champion Singapore's first-ever "Women Against Cancer" initiative – a cause supported by the Great Eastern Women 10K run.



**A DRAW FOR WORLD-CLASS RUNNERS:** 10,000 women set off to a blazing good start, with elite runners from Australia, Kenya, Singapore and Tanzania in the lead.

On 26 October 2008, more than 10,000 women participants including seven women Members of Parliament (MPs), cancer survivors and elite athletes donned their red running tops and charged through the scenic Marina Bay area which was part of the Great Eastern Women 10K 2008 race route.

Into its third year, this biggest all-women race in Singapore and Asia is also a race with a purpose – to champion the "Women Against Cancer" initiative which aims to raise \$100,000. The funds will go towards the Breast Cancer Foundation and Cervical Cancer Prevention Fund to provide education to women and aid to needy victims.

#### Running for a cause

Of the seven MPs who took part in the race, Grace Fu, Senior Minister of State, Ministry of National Development & Ministry of Education, MP for Jurong GRC; Dr Fatimah Lateef, MP for Marine Parade GRC and Jessica Tan, MP for East Coast GRC ran the 10km Run; while Lim Hwee Hua, Senior Minister of State, Ministry of Finance & Ministry of Transport, MP for Aljunied GRC; Ellen Lee, MP for Sembawang GRC; Josephine Teo, MP for Bishan-Toa Payoh GRC and Jessie Phua, NMP, participated in the 5km Fun Run.

The three MPs who could not attend the event were Yu-Foo Yee Shoon, Minister of State, Ministry of Community Development, Youth and Sports, MP for Holland-Bukit Timah GRC; Dr Amy Khor, Mayor, South West District, Senior Parliamentary Secretary, Ministry of the Environment and Water Resources & Deputy Government Whip and Indranee Rajah, MP for Tanjong Pagar GRC.

#### A draw for world-class runners

Tan Beng Lee, Director and Group CEO of Great Eastern, said: "The Great Eastern Women 10K is one of the key events in our centennial celebrations this year. We are very pleased with the overwhelming response. We are also proud that the race is fast gaining popularity with both world-class professional athletes and our local runners."

Indeed, the 10,000-strong participants this year represented a new record for the event, which has grown three-fold from 3,600 participants in its inaugural year in 2006.

Coming in first with a time of 34 minutes 57 seconds was Kenyan Anitha Jephumba Kiptum; followed by ex-Commonwealth Games runner Suzy Walsham who clocked 35 minutes 17 seconds; and finally Fridah Chepkite Lodepa from Kenya at 37

minutes 1 second. The three ladies together won prizes worth a total of more than \$15,000.

Singapore's own top runners, Anne Date and Vivian Tang, were not far behind in fifth and sixth places respectively.

With runners of such high calibre in the field, the professionalism and prestige of Great Eastern Women 10K looks set to grow. The event promises to be bigger, grander and more exciting every year.

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– **Tan Beng Lee,**  
Great Eastern's Director and Group CEO



**RUNNING FOR A CAUSE:** Seven women MPs took part in the race to champion the "Women Against Cancer" cause.

## Mission to make life great



Behind every successful company is a successful man. Director and Group CEO of Great Eastern, Tan Beng Lee is instrumental in bringing the company to where it is today. After being at the helm for the last 12 and the half years, Mr Tan will be retiring at the end of 2008.

When he joined Great Eastern as CEO in July 1996, he had to take drastic measures to lower the company's operating cost for it to stay competitive. Agents' commissions were cut, policyholders' bonuses were reduced and even directors' fees were not spared! It proved to be

the right thing to do. When the 1997 Asian financial crisis hit, Great Eastern was able to withstand the challenges and move to greater heights.

Mr Tan also played a significant role in the company's organisational restructuring in 1999 and its successful merger with Overseas Assurance Corporation in 2000. Through his leadership, Great Eastern is today the largest life insurance group in Singapore and Malaysia with assets of \$45 billion. More recently, the company scored another triumph in its regionalisation efforts when it set up its subsidiary companies in China and Vietnam.

#### A job well done

Mr Tan will be best remembered for revitalising the Great Eastern brand in early 2001 when the group launched a new logo and a now iconic 'Life is great!' tagline. Being in the business of making life great for customers, he believes that the company must be able to deliver on its long-term promise of providing them with financial security.

When asked what his most gratifying task is thus far, he said without hesitation, "I am very happy that we have built up a strong corporate cul-

ture of excellence. I'm very proud of our staff; how they have taken ownership of the Great Eastern brand, and are living up to our 'Life is great!' philosophy. I'm also very proud of our life planners and agents, their professionalism and productivity."

Mr Tan is also credited for growing the bancassurance business which has occupied pole position in Singapore through an exclusive arrangement with OCBC Bank.

Great Eastern extends warm regards to Mr Tan and wishes him 'Life is great!' as he moves into the next golden phase of his life!

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We remain dedicated to making life great!

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 **Great Eastern**