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Sunrise in the City: Novel Programme for Early Birds to Kick-start Their Day

New health programme launched by the Health Promotion Board to encourage working adults to improve their health and wellbeing near their workplaces

Singapore, 18 February 2013: To build a healthier Singapore, the Health Promotion Board (HPB) is introducing a one-of-a-kind programme for working adults to kick-start their busy day with moderate intensity workout sessions near their workplaces.

2. Called Sunrise in the City (SITC), the programme will serve to complement HPB's existing evening initiatives such as iRun¹ and Fitness@Work²; and will offer working adults the opportunity to partake in fun workout sessions such as yoga, brisk walking, jogging and multi-dimensional stretch in the mornings before they head to work.

3. SITC was developed in response to a recent survey conducted by HPB and its partners to understand workout needs at workplaces and gather feedback on morning workout initiatives. The survey received positive feedback garnered from over 700 respondents who indicated their support to participate in the programme.

4. Dr Amy Khor, Minister of State for Health and Manpower said: "SITC offers convenient, accessible and meaningful exercise activities for all working adults who come

¹ i-Run offers free weekly running sessions to the public. Professional trainers will also be at hand to impart tips on how to improve cardiovascular fitness through running.

² Fitness@Work aims to galvanise busy working adults into incorporating regular physical activity as part of their daily lives. It comprises an hour-long weekly workout session specially choreographed to suit people with different fitness levels.

into the city early in the morning to participate in. It is a chance for individuals who are unable to exercise regularly due to family or personal commitments to get physically active before they head to work. Morning exercise activities are a common sight within residential estates and now with SITC, working adults in the city can also reap the benefits of regular exercise such as better health, enhanced mental acuity and increased productivity. Even as busy individuals, we must remember the importance of leading a balanced and healthy lifestyle; it should not be all work and no play. Exercise is a fun and positive way to de-stress and crucial to achieving a holistic lifestyle and work-life balance”.

5. Said Mr Ang Hak Seng, Chief Executive Officer, HPB: “Many with desk bound jobs typically spend long hours in front of their computers with hardly a chance to engage in physical activity. As working adults spend a considerable amount of time at work, a sedentary lifestyle may lead to health problems such as obesity, high blood pressure and high blood cholesterol. SITC offers a combination of aerobic and mind-body activities and is suitable for all adults regardless of their fitness level. The programme, a first of its kind in Singapore, fits well within our suite of Workplace Health programmes and offers working adults a new platform to be active and reduce sedentary behaviour. Most of all, it helps them achieve the recommended 150 minutes a week of moderate-intensity workout activities”.

6. SITC will kick start on 4 March 2013 at six central locations – Marina Bay Financial Centre, UOB Plaza, Collyer Quay, Chevron House, Clarke Quay and Millenia Walk (*refer to Annex 1 for workout schedule*).

7. To gear up for the morning workouts on 18 February 2013, each participant will be given a fitness starter kit comprising of a health booklet, workout DVDs, fruits and a bottled water.

8. All sessions are open to the public and free of charge. HPB aims to increase SITC touch points to 10 locations and reach out to 20,000 participants by March 2014.

9. To find out more about SITC or to register for a session, please visit www.hpb.gov.sg/sunrise-in-the-city .

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Annex 1

No	Venue and Activities	Day/Time
1.	Central@Clarke Quay <ul style="list-style-type: none"> - Yoga - Multi-dimensional stretch - Brisk-walking 	Every Thursday <i>(starting from 7 March)</i> 7.30am to 8.30am
2.	The Lawn@Marina Bay Financial Centre <ul style="list-style-type: none"> - Yoga - Multi-dimensional stretch - Fitness bootcamp - Brisk-walking - Jogging 	Every Tuesday <i>(starting from 2 April)</i> 7.30am to 8.30am
3.	UOB Plaza <ul style="list-style-type: none"> - Yoga - Multi-dimensional stretch - Brisk-walking - Jogging 	Every Wednesday <i>(starting from 3 April)</i> 7.30am to 8.30am
4.	True Yoga, Ocean Financial Centre, Collyer Quay <ul style="list-style-type: none"> - Yoga 	Every Monday <i>(starting from 4 March)</i> 7.30am to 8.30am
5.	Fitness First, Millenia Walk <ul style="list-style-type: none"> - Body Balance™ (fusion of Pilates, Taichi and Yoga) 	Every Tuesday <i>(starting from 5 March)</i> 7.30am to 8.30am
6.	True Fitness, Chevron House, Raffles Place <ul style="list-style-type: none"> - SH'BAM™ (aerobic-dance workout) 	Every Thursday <i>(starting from 4 March)</i> 7.30am to 8.30am