



Media Advisory

Singapore Sports Hub unveils unique virtual workout experience

Singapore, 16 April 2020 – The Singapore Sports Hub announces a unique virtual workout experience through a new online series of daily fitness programmes to be launched on 17th April. These curated workout sessions in 7-minute intervals will be posted 7 days a week, allowing the general public to participate in these complimentary exercises at any time of the day and within the comfort of their own homes. Participants can access these videos at www.sportshub.com.sg/7x7workouts.

The series is part of the organisation's long-term strategy to create exciting community engagement programmes that aim to bring people closer to one another through shared sports and lifestyle experiences. They will also be a permanent addition to the Singapore Sports Hub's experience sports programme calendar to cater to the increasing demand for virtual exercise programmes.

These fun and easy-to-follow programmes, ranging from cardio, mind-body, strength, endurance, and conditioning, can be personalised to suit every individual's fitness level so they can achieve a moderate to high-intensity workout. Based around a unique "7-minute, 7 days" concept, the programme encourages Singaporeans to maintain a healthy lifestyle by incorporating quick workout routines into their daily lives. Taking short breaks from work or study to exercise is scientifically proven to offer various health benefits. Therefore, Singapore Sports Hub's workout sessions have also been designed to reduce the health risks from sedentary lifestyles while increasing cardiometabolic health, improving blood flow and arterial function, as well as lowering BMI and post-meal glucose levels.

Wendy Tan, Assistant General Manager, Marketing & Commercial at Singapore Sports Hub, said: "As the bedrock to the sporting ecosystem in Singapore, the Singapore Sports Hub is committed to our role in uniting the community during this difficult time through shared fitness experiences and ensuring that sports remain inclusive, accessible and affordable to all. Our programme aims to encourage active lifestyle habits amongst members of the public, starting with simple and easy-to-follow exercise routines. The programme, which the community can easily incorporate into their daily schedules, will also be a great bonding activity for families."

By partaking in the programmes, participants will be entitled to earn rewards as well as redeem sporting paraphernalia and vouchers.

This initiative follows the elevated safe distancing measures announced by the government as a circuit breaker to minimise the further spread of COVID-19 infections. While the Singapore Sports Hub's sports and recreational venues and facilities will be closed from 7 April to 4 May (inclusive), the virtual workout sessions underline Singapore Sports Hub's commitment to supporting the community during this period, when keeping fit and healthy is of paramount priority.

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ADDITIONAL INFORMATION

Launch date

Singapore Sports Hub's newest virtual workout experience will be officially launched at 7 pm on 17 April 2020.

For a preview of these online exercise sessions, teaser videos can be found [here](#).

Access

1. Log on to www.sportshub.com.sg/7x7workouts
2. Complete user profile by submitting your name and email address

Full workout sessions will be co-hosted with our existing community programme partner ELXR®.

The community can keep up-to-date with the virtual workouts as well as share their workout photos and videos using the #7x7workouts hashtag. They can also follow the Singapore Sports Hub's Instagram page (@SGSportsHub).

Rewards for participation

The first 800 participants can look forward to being rewarded with a Sports Essential Kit (worth \$25) or supermarket vouchers by signing up to join the sessions. Participants also stand a chance to take home a Garmin ForeRunner245 smartwatch worth \$459 by tagging friends in the #7x7workouts and @SGSportsHub. The most motivational post stands to win.

Schedule

An exciting array of more than 40 workout sessions will be released every month. There will be 2 sets of 7-minute workouts for each session.

Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun
9 am						SuperFit Endurance Kaizen	Yoga Wellness
7 pm	Cardio Dance	Boot Camp	Cardio Blast	SuperFit Balance Epitome	Yoga Moves		
	SuperFit Power Intense		Yoga Moves				

Workout Synopsis

1. Cardio Dance

Cardio Party at the comfort of your own home – Immerse yourself in the latest pop tunes via easy to follow steps while getting a full-body cardio workout. Boogie away with your family members, a post-dinner workout awaits!

2. SuperFit Power Intense

Power and Muscle Training – this session improves your anaerobic capacity, strength, power and speed for explosive movements. Experience a series of exercises that help you burn a lot of calories in a short amount of time.

3. Boot Camp

High-Intensity Fitness for all – incorporating unique Martial Arts Movement! This session caters to all fitness levels, specifically designed to combine bodyweight movements and localised strength challenges that anyone can do. A total body workout so effective, it keeps you coming back for more.

4. Cardio Blast

Freestyle Cardio with a twist – great aerobic workout for the whole body to expend more calories at every session. This session will get you moving, improve your flexibility and strengthen your core muscles, a dance fitness party like no other!

5. Yoga Moves

Reinforcing the basics of Yoga - this session will get your blood flowing, helps you to learn the various range of dynamic motion in Yoga, to enhance your posture, improve core strength and agility, where you can apply to your daily fitness routines. At your own comfortable pace, Yoga Moves can help you stay flexible and strong without putting added stress on your joints.

6. SuperFit Balance Epitome

Be ready for anything – this session boosts overall fitness by building your balance in power and endurance so that you can complete both explosive and long-distance feats with ease.

7. SuperFit Endurance Kaizen

Maximise fat loss – this session optimises your aerobic capacity and energy systems for long-distance feats.

8. Yoga Wellness

Holistic wellness – this session helps you to be more self-aware of your range of motion and guide you through therapeutic movement to relax your mind and body.

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ABOUT THE SINGAPORE SPORTS HUB

The Singapore Sports Hub is a fully integrated sports, entertainment and lifestyle hub, with programming that comprises world-class recreational and competitive events, as well as community events, to serve children, youth, working adults, seniors, families, and less privileged population segments in Singapore and tourism sectors. Consisting of unique cluster development of world-class sports facilities within the city, it plays a critical role in accelerating the development of Singapore's sports industry, excellence and participation. Its vision is to be the region's premier sports, entertainment and lifestyle destination.

Located on a 35-hectare site in Kallang, the Singapore Sports Hub includes the following facilities:

- A new 55,000-capacity National Stadium with a retractable roof and movable tiered seating
- The iconic Singapore Indoor Stadium
- A 6,000-capacity OCBC Aquatic Centre that meets FINA standards
- A 3,000-capacity OCBC Arena which is scalable and flexible in layout
- Water Sports Centre featuring kayaking and canoeing
- 41,000 sqm Kallang Wave Mall, including an indoor climbing wall and a Splash-N-Surf facility (Kids Waterpark, Stingray and Lazy River)
- 100PLUS Promenade that encircles the National Stadium
- Singapore Youth Olympic Museum & Singapore Sports Museum
- Sports Hub Library
- Shimano Cycling World
- Daily community facilities and activities, including beach volleyball, hard courts (futsal, basketball and netball) lawn bowls, giant chess, skate park and running & cycling paths.

The Singapore Sports Hub, which is managed by SportsHub Pte Ltd, is one of the largest sporting Public-Private Partnership (PPP) projects in the world. It is also Singapore's largest flagship PPP project of this nature and has won the Project Finance International (PFI) award in London in 2011, World Architecture Festival Awards for Best Future Project in the leisure-led development category in 2013 and Sports Building of the Year in 2014.

For more information, please visit the Singapore Sports Hub:

- Website: www.sportshub.com.sg
- Facebook: [sporesportshub](https://www.facebook.com/sporesportshub)
- Twitter: [@sgsportshub](https://twitter.com/sgsportshub)
- Instagram: [sgsportshub](https://www.instagram.com/sgsportshub)

