

ULTIMATE DRAGON TUG™ SHOWDOWN 2008 FACTSHEET

Brief

Interest in Dragon Boat racing continues to grow rapidly globally, with teams seeking new ways to pit strength and endurance against one another.

DRAGON TUG™ is the world's first dragonboat tug-of-war race of its kind. A transformation of the traditional sport to propel teamwork, athletic performance and courage to a whole new level. DragonTug™ delivers this alternative racing experience, where the race remains the same, but teams come head to head in a traditional tug-of-war.

In a *Uniquely Singapore* fashion, DragonTug™ pays tribute to Dragon Boat's Asian roots, and by melding it with another historic sport, creates a modern, challenging and captivating race.

The inaugural race took place in Singapore, May 2007, in the build-up to an annual South-East Asian league.

In its second edition, the organisers will be inviting international teams from Asia, Europe and United States to compete at the **"ULTIMATE DRAGON TUG™ SHOWDOWN 2008"**, along with Singapore DragonTug™ racers. "Corporate Mixed" category will also be introduced to attract newbies into this new exciting alternative sport.

Moving forward in its second edition, the organisers created **"THUG ARENA"**, a brand new street style challenge series complete with F&B catering on site.

Apart from all the fun and excitement, the organisers are committed to contributing back to the society via **"CHARITY TUG-of-HEARTS™"**. This is a revolutionary team bonding platform for corporation teams to pledge donations to their selected charity organisations, tagged to the teams' performance.

Fronterra Group are proud to adopt "WORLD VISION SINGAPORE" as DragonTug™'s "Official Charity Partner".

Objective

1. Create a unique, fair and alternative platform for the dragon boat fraternity to pit their strength and endurance against each other.
2. Create a new avenue for corporations to take up a new team sport.
3. Create an exciting fund raising platform for corporations.

Date/Time

Saturday, 10 May 2008 (tentative)
0800 – 2030 hours

Venue

One Fullerton, Singapore River

GOH

To be confirmed

Expected Nos

72 teams

Categories

Men's Open 12-crew
Men's Lightweight 12-crew
Women's Open 12-crew
Women's Lightweight 12-crew
Mixed 12-crew
Corporate Mixed 12-crew
DragonDare™ 12-crew
World Vision Tug-of-Hearts™ 12-crew

Race Fees

S\$22 per participant (\$17 before March 2008)

Event Highlights

“Reality TV” Showdown Element, Local Celebrity Appearances & “Thug Arena”

Creator

Fronterra Group Pte Ltd

Organiser

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Contact

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