



## **MEDIA RELEASE**

### **For Immediate Release**

#### **YAKULT SIGNS THREE YEAR SPONSORSHIP DEAL WITH SSA**

SINGAPORE, 4 February 2015 - The Singapore Swimming Association (SSA) is proud to announce that it has signed a three-year sponsorship agreement with Yakult Singapore. The sponsorship agreement between SSA and Yakult, will last from 2015 through to 2017.

The sponsorship will see Yakult named as the SSA's Official Healthy Family Drink and will also have them remain as the presenting sponsor of the FINA World Cup Singapore to 2017.

This is the first time that the SSA has signed on an Official Healthy Drink partner in its history, and is in line with the revamped marketing and sponsorship strategy which has been developed by the executive committee of the SSA.

Apart from the FINA World Cup, Yakult Singapore will also have their presence in local events organised by SSA across the four disciplines and the Singapore Swimming Proficiency Award.

Mr Jose Raymond, Vice-President (Finance), SSA, said: "We are ecstatic to have Yakult coming on board as a long term partner. Yakult has been a sponsor of the FINA World Cup Singapore leg since 2009 and was the presenting partner last year. They were also a presenting partner of the 2014 TYR SEA Swim Championships. We are proud to have a continued association with one of the world's most recognised brands. Yakult's commitment of a new three year partnership is a demonstration of its belief in the long term strategy and philosophy of the SSA. This partnership with Yakult is the first of many which we hope to announce over the next few months as we ramp up towards what will be an exciting year for Singapore swimming, Singapore sports, and for Singapore."

Mr Shunichi Uekusa, Yakult Singapore Managing Director, said: "Yakult has always recognised the importance of sports excellence as part of our corporate social responsibility. We are happy that SSA has agreed to continue our partnership as presenting sponsor of the FINA World Cup Singapore leg from 2015 to 2017."

"We are also proud to be named as the Official Healthy Family Drink for SSA. We hope that this partnership will be fruitful and work well in its goal to develop swimming in Singapore."

Added Mr Raymond, "The sponsorship marks the commitment of Yakult to collaborate in grooming young athletes into champions of tomorrow. We look forward to working together with Yakult and all our partners in developing swimming in Singapore over the long term."

The boost from Yakult Singapore will help SSA in covering the costs of the events which Yakult Singapore will be associated with, and more importantly in helping the SSA look for more opportunities for our athletes to gain regional and international exposure.

Added Mr Raymond, "Commercial partners and sponsors play an integral part in the development of sports in Singapore and in particular, the sustainable development of National Sports Associations. The SSA will continue to look for more creative opportunities to work with commercial partners, and we do hope that more businesses and companies find it commercially valuable with working with the SSA."



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### **ABOUT SINGAPORE SWIMMING ASSOCIATION**

Singapore Swimming Association was set up in 1939 and is currently the National Sports Association governing swimming, water polo, diving, synchronised swimming and open water swimming in Singapore.

### **ABOUT YAKULT SINGAPORE**

Yakult was first introduced to Singaporeans in 1979 with the incorporation of Yakult Singapore in 1978. Although Yakult started humbly in three containers at Hillview Avenue, it operates today from an ultra-modern plant at Senoko Avenue.

The mission of Yakult Singapore is to promote good health through the use of its unique probiotics, *L.casei* strain Shirota which is strong enough to survive the gastric juice and bile to reach the intestines alive and produce the beneficial effect of suppressing the harmful bacteria.

Apart being a global probiotic drink that is sold in 33 countries and regions, Yakult is currently the No. 1 selling brand in Singapore.

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