

UAE Corporates Set to Cycle for a Cause at the RAKBANK Ride

- *Cycling challenge to take place in Ras Al Khaimah on March 6, 2015*
- *Proceeds will be donated on behalf of the winning corporate teams to an official charity*

RAKBANK is pleased to announce the RAKBANK Ride, a cycling event due to take place on Friday, March 6 2015 in Ras Al Khaimah. The Ride has two categories, a 70- kilometer course for individual cycling enthusiasts and a 22-kilometre course for corporate teams, each of which must comprise of 4 cyclists including at least one senior manager and one female who will all ride in business attire. The top three fastest corporate teams will win the opportunity to donate proceeds from the corporate registration fees to RAK Red Crescent to the cause of their choice.

Recognising growing international biking trends in nations such as the UK, US and Australia, RAKBANK aims to lead the pack in the UAE by supporting the Emirates' cycling movement. According to the Bank's recent survey, which was carried out by YouGov and polled 1000 people in the UAE, cycling is the number one pastime activity in the UAE with more than a quarter of respondents choosing to pedal during their free time. A keen cyclist, RAKBANK's CEO, Peter England, has a vision to get businessmen onto bikes in shirt and tie and encourage the UAE's corporate and financial community to get moving together.

"Cycling is one of the UAE's fastest growing sports," said England. "It promotes a healthy body and healthy mind which increases productivity in the workplace. Set to be an annual fixture, the RAKBANK Ride aims to promote cycling and team spirit, as well as to showcase the Bank's home emirate of Ras al Khaimah which boasts the most mountainous landscapes in the country." The emirate is also home to some of the best hotels, one of which is Rixos Bab Al Bahr on Al Marjan Island where the ride will start and finish.

Ahead of the February competition, RAKBANK has identified one of the UAE's most high profile amateur cycling teams, SWR Team, which is made up of a 30 beginner and experienced cyclists, to spread the message among the cycling community. Founded in September 2013, the team has fielded a squad in every amateur sportive or competition in the UAE and even some abroad in UK, Switzerland, France, Italy and New Zealand.

The Bank is well known for its prolific outdoor advertising and has historically leveraged sports via advertising. By investing in sports sponsorships and events, the Bank seeks to increase brand awareness as it establishes a position with the market segments it targets and represents.

RAKBANK is working with Promoseven Sports to organize the RAKBANK Ride. For more information about the event, registration for corporate teams and individuals, and special rate package rates at Rixos Bab Al Bahr, kindly visit <http://bit.ly/1vLqDVu> and @RAKBANKride on Instagram and Twitter.