



#OBWFIGHTSFORHOPE

FOR IMMEDIATE RELEASE

Operation Broken Wing 2016 - Now Open For Registration

Bigger and better than ever before, this year's Operation Broken Wing opens up to more fitness enthusiasts and will include fringe activities for non-Crossfit athletes, challenging series of workouts as well as having presence in other cities.

Singapore, 19 July 2016 - After raising more than SGD100,000 last year for youth-at-risk in Singapore, Operation Broken Wing (OBW) makes its return this October and have expanded its program and purpose to other countries such as Brunei Darussalam, Malaysia (Penang and Kuala Lumpur), the Philippines (Manila) and even Australia (Melbourne). On top of that, this year, OBW is seeking more participation as it now open to all fitness enthusiasts regardless whether one is a CrossFit athlete or not.

Held on Saturday, 15th October 2016 at Ground Level *Scape Playspace, OBW is a fitness charity event organised by Innervate CrossFit with REACH Community Services Society acting as its beneficiary. Designed to raise funds for the youth at risk in Singapore, athletes will have to perform a 15-minute workout called Fight For Hope, where each repetition performed translates to monetary donations from sponsors made to the beneficiary.

“Operation Broken Wing serves as an interactional space to help beneficiaries forge relationships with youths from other social circles cultivating their social capital and aspirations. The monies are raised in a ground up fashion whereby each athlete has to source for their own sponsor and more often than not, they are friends and family of the athletes. Their sponsors can dictate a specific amount of their choice for every repetition that the athlete does in the workout,” says Lionel Choong, organiser and coach at Innervate CrossFit.

As opposed to last year where the Fight For Hope workout was only reserved for CrossFit athletes, this year, the public are welcomed to join. However, prior to participation, for those who aren't regular CrossFitters, one will have to go through a training session at Innervate CrossFit to build up participants' confidence and more importantly, how to execute the movements safely. On top of the main work out event, OBW has added fitness fringe events where everyone, regardless of age and fitness background, will be able to participate.

This year, OBW is now open to the public. Last year we limited the participation to the CrossFit community to ensure that those participating would know how to perform the workouts safely. However, this year we are expanding by having fringe events which the public, regardless of age and background can be a part off. Additionally, we are also opening the main event to the public. If participants do not have prior CrossFit experience, we would be conducting a training session by Innervate CrossFit to get these participants confident and performing the workout safely.

Speaking for REACH Community Services Society, Mr Joe Chan – Head of REACH Youth Powerhouse, shared that with the money raised last year, it helped fund several Sport Engagement Programmes for at-risk and community youths. These programmes provide a platform for youths to build positive character traits like resilience and teamwork.

“Activating Strengths, Reaching Potential is the belief that REACH Community Services Society holds for every youth and we are glad that Innervate-CrossFit who shares this belief with us. We are very thankful that Innervate CrossFit has chosen REACH Community Service Society for the 3rd year to support the youth works through Operation Broken Wing 2016. We are encouraged by their continuous support for the last two years and their commitment as well as drive to make this year’s OBW even bigger and better. We look forward to empowering more youths through such fitness platforms.” says Mr Joe Chan.

Operation Broken Wing is held at Ground Level, *Scape Playspace, 15 October 2016, Saturday. Go to www.operationbrokenwing.com and follow us on Instagram @OperationBrokenWing and Facebook /Operationbrokenwing. Join our conversation by #obw2016 #fightforhope

For press information and other images:

Mahdhir Mustaffa
mahdhir@pronounce.sg
9487 9572

Lionel Choong
operationbrokenwing@gmail.com
9788 7859

About Innervate CrossFit

Innervate CrossFit is the first family friendly CrossFit Facility here in Singapore. Our vision is to forge elite lives and make people better. Apart from the usual CrossFit class, we have classes for Silvers, Kids and Teens and a Combatives program. The mission of Innervate is to bring CrossFit to the masses and to engage others (youths) using CrossFit to improve their lives and lifestyle.

About REACH Community Services

REACH Community Services Society is a registered charity since 1999, and an approved Institution of a Public Character since 2009. A charitable organization committed to inspire hope and empower change in families, couples and at-risk youths whom we help through her 4 community touchpoints - REACH Family Service Centre, REACH Counselling Centre, REACH Youth Powerhouse and REACH Senior Centre.

The clients serve include:-

- Children from low income families
- Youths at risk of school dropout, delinquency and gangs-related offences
- Couples in dire situations of separation, divorce, extra-marital affairs
- Families with financial and socio-emotional difficulties
- Seniors battling loneliness

About REACH YOUTH Powerhouse

A community touchpoint of REACH Community Services Society aims to guide youths to uncover their hidden strengths to achieve their potential through counselling, mentoring, sport engagement programmes and interest groups, as they go through turbulent teenage years. REACH Youth can be contacted at 6801 0740 or REACHYouth@reach.org.sg. More information on programmes and services run by REACH YOUTH Powerhouse is available at www.reach.org.sg.