

PRESS RELEASE

Luminox 'Never Give Up' Story - Kalai Vanen

Singapore, December 2020 – What does not break you makes you stronger. Luminox has always drawn inspiration from the Navy SEALs with their slogan 'The Only Easy Day was Yesterday' to create its watch collections. Luminox now aims to highlight the personal motto, 'Never Give Up', of our Luminox brand ambassador, Bear Grylls. The Luminox Never Give Up Campaign will see Luminox interview 4 para-athletes from the Singapore Disability Sports Council (SDSC) who will share about their inspirational stories stemming from their "Never Give Up" spirit. It will highlight their life-changing moments and encourage us to persevere whenever we face challenges.

The 3rd para-athlete is Kalai Vanen, a para-powerlifter. Kalai was born a normal able-bodied person and was a regular in the Singapore Armed Forces as an Officer. There came a period of time when it was discovered that he had a tumour growing in his left leg. This resulted in him having to amputate his left leg, just above the left knee, and now he walks with crutches in both hands. However, due to his experience as a military officer, he always held a 'Never Give Up' attitude towards life and did not let the impairment bring his spirits down.



Kalai started his powerlifting career back in 2015, when Singapore was the host for the 8th ASEAN Para Games. Despite being the host, Singapore did not have an athlete to represent in the powerlifting event. A close friend of Kalai then asked if he wanted to compete as a representative of Singapore. With a mere 10 months of training, Kalai managed to bag a

Bronze medal in this highly regarded competition. Currently, in addition to para-powerlifting, Kalai also works as a personal trainer, proving to others that a disability does not prevent one from trying their best in life as long as one is willing to 'Never Give Up'.

In 2019, Kalai was also ranked 22nd out of 27 at the World Para Powerlifting Championships, and 34th out of 40 at the official World Rankings in 2019. He also serves as the Vice-Chairperson of the Singapore Para Athlete Commission (SPAC) and is also a qualified local para-powerlifting referee (National Level).



As part of the Luminox campaign for 'Never Give Up' and to support SDSC, Luminox Singapore has launched an auction for the Luminox Bear Grylls BGU 3809 Limited Edition timepiece. This exclusive timepiece is worn by Bear himself throughout the Amazon Prime Video Original Series, 'World's Toughest Race: Eco-Challenge Fiji' and has only 30 pieces available world-wide. The proceeds of the auction will be donated to the SDSC which will be used to continue their programmes and services for para-athletes and inspire all to 'Never Give Up'. The auction ends on 31 December 2020.

About Singapore Disability Sports Council



Catering to the needs of persons across a diverse range of disabilities, the SDSC - a non-governmental organisation and a charity - runs community, developmental and high performance programmes seven days a week, 365 days a year, to help people receive therapy and discover their talents through sports.

About the Auction

With only 30 pieces made worldwide, the limited edition Luminox Bear Grylls NGU 3809 will only be available through auction and is not for sale. Proceeds of the auction will be donated to the Singapore Disability Sports Council (SDSC). The donation will go a long way to help SDSC continue their programmes and services for para-athletes. The auction can be found on the Luminox website; www.luminox.com.sg.

About Luminox

Luminox, the original self-powered luminous watch brand, is the watch of choice for global outdoor adventure icon Bear Grylls, U.S. Navy SEALs, The Icelandic Association for Search and Rescue (ICE-SAR), Lockheed Martin's F-117 Nighthawk™ stealth and other jet fighter pilots, elite forces worldwide and professional divers. Luminox watches glow up to 25 years in any light condition. Always Visible, tough, powerful and accurate, Swiss-Made Luminox is the ultimate night vision gear for rugged outdoorsmen and other peak performers.

ALWAYS VISIBLE

Navy SEALs, law enforcement, emergency personnel and more wear Luminox watches, and these professionals need to be able to see the time no matter the conditions. That's why Luminox uses tiny tritium gas tubes, which will provide illumination for up to 25 years. Unlike other luminosity systems, which depend on exterior light sources to charge luminous paint or a pushbutton to illuminate the watch, the luminosity is built right into Luminox watches, ensuring that you will always be able to see the time, no matter the conditions.

AVAILABILITY

Luminox watches are available at Crystal Time Pavilion at VivoCity #01-K30, leading department stores (TANGS at Tang Plaza, Robinsons The Heeren, OG Orchard Point) and authorised watch retailers.

Crystal Time is the official distributor for Luminox.

For further information and the list of authorised retailers, please call Crystal Time (S) Pte Ltd at +65 6747 8888 or visit the website at www.luminox.com.sg

Facebook: <https://www.facebook.com/LuminoxSingapore/>

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