

PRESS RELEASE

Luminox 'Never Give Up' Story - Tay Wei Ming

Singapore, October 2020 – Following up from the previous press release, Luminox is launching a 'Never Give Up' social media campaign to serve as a source of inspiration during challenging times. The campaign will see Luminox interview 4 para-athletes from the Singapore Disability Sports Council (SDSC), and get them to share about their inspirational stories and "Never Give Up" spirit. The aim is to further emphasize on the personal motto of our Luminox brand ambassador, Bear Grylls, and to bring light to the life-changing stories that some of these para-athletes have.

The first para-athlete Luminox introduces is Tay Wei Ming, a para-badminton representative of Singapore. Tay has been diagnosed with a condition called Erb's Palsy at the time of birth due to complications during delivery, resulting in a delayed birth. Since then, the condition has affected his right arm and has caused him many difficulties growing up. Simple, everyday tasks, such as tying of shoelaces, are challenging. The ability to play his specialty sport, badminton, becomes as challenge as balance becomes an issue due to the need for speed and rotational movements.



Tay was first introduced to the sport at the age of 9 and started playing for his school when he was a teenager. His passion and love for the sport eventually led him to being scouted by the SDSC in 2007, and to represent Singapore in the para-badminton scene.

Of course, the journey was not a smooth sailing. Being the sole breadwinner of this family, Tay had to decide on whether to continue his studies or to pursue a career in badminton. Thankfully, he managed to receive a scholarship; the 'Sports Excellence Programme', under the SDSC, allowing him to compete under the Singapore Flag while earning a stable income.

Currently, Tay is the first Singaporean to be crowned the para-badminton world champion in 2017. He went on to achieve a world title for doubles in the BWF World Para-Badminton Championships 2017 and finished top 8 at the BWF Para Badminton World Championships 2019.



As part of the campaign for 'Never Give Up' and to support SDSC, Luminor Singapore has launched an auction for the Luminor 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 worldwide. 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'.



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 Luminor 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 Luminor website; www.luminor.com.sg.

About Luminor

Luminor, 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. Luminor watches glow up to 25 years in any light condition. Always Visible, tough, powerful and accurate, Swiss-Made Luminor is the ultimate night vision gear for rugged outdoorsmen and other peak performers.

ALWAYS VISIBLE

Navy SEALs, law enforcement, emergency personnel and more wear Luminor watches, and these professionals need to be able to see the time no matter the conditions. That's why Luminor 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 Luminor watches, ensuring that you will always be able to see the time, no matter the conditions.

AVAILABILITY

Luminor 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 exclusive watch distributor for Luminor.

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.luminor.com.sg

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

Instagram: @LuminorSG
