

PRESS RELEASE
July 2025

LUMINOX EVERYDAY HERO CAMPAIGN
Andrew Ong - Breaking the Cycle, One Ride at a Time



From street gangs to cycling for second chances, how one man redefined resilience and why he wears Luminox.

The Spirit of Luminox

Resilience. Endurance. Purpose. These are the qualities that define not only the spirit of Luminox watches but also the individuals who wear them. Built to perform in the toughest conditions, Luminox timepieces have long been the choice of elite military units, divers, and explorers. Yet beyond tactical operations and outdoor expeditions, Luminox champions a different kind of hero—those who make an impact in everyday life.

As part of the Luminox Everyday Hero initiative, this feature spotlights one such individual: Andrew Ong, a community leader who rises above adversity to spark real change. From community advocates to unsung leaders, these Everyday Heroes embody strength of character and an unshakable commitment to others. Andrew Ong is a shining example of this spirit.

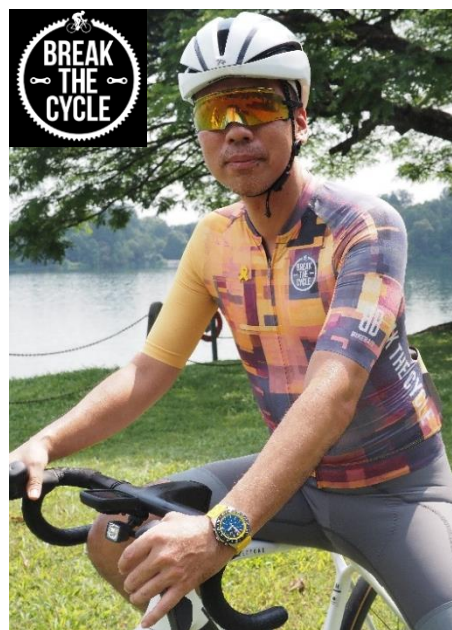
A Past Rewritten

Andrew Ong is no stranger to hardship. A troubled adolescence led him to street gangs and ultimately incarceration at the age of 18. Life behind bars was dehumanizing and lonely, but it was after his release—and a subsequent relapse into drug abuse—that Andrew experienced a turning point. Following a drug overdose and being fired from his job, he realized how far he had strayed from who he wanted to be. That was the moment he decided to reclaim his life.

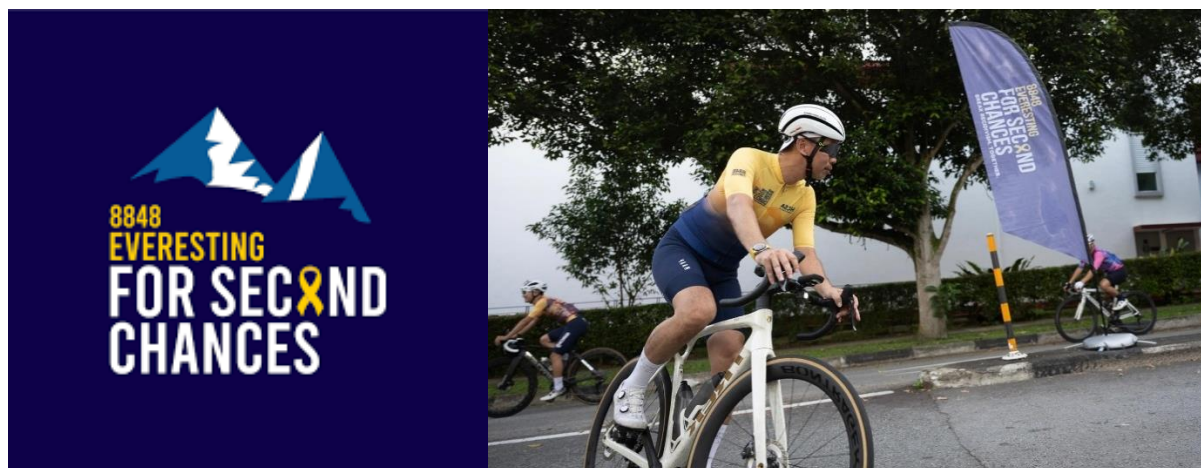
Break The Cycle: From Health to Hope

The road to reintegration was far from easy. Andrew faced rejection, social stigma, and the challenge of rebuilding his life from scratch. He turned to the F&B industry and then pursued education, eventually earning a degree in communications and finding purpose in both social work and business. Yet, a personal health scare in 2019 would inspire Andrew to take a new path—one that would combine personal healing with public service.

That year, Andrew founded Break The Cycle, a cycling initiative designed to help ex-offenders reintegrate into society through health, discipline, and community. Cycling not only transformed Andrew's physical health, but also gave him a renewed sense of purpose. It became a vehicle—literally and figuratively—for growth, accountability, and hope.



Through Break The Cycle, Andrew and his team welcome ex-offenders into a supportive, non-judgmental environment where they are celebrated for who they are. “We treat them as VIPs,” he says. “Because they rarely get to hear that they matter.” One success story involved a former halfway house resident who completed a bike mechanic course and secured full-time employment—proof that support and belief can open doors.



Everesting For Second Chances

In June 2025, Andrew took his advocacy one step further by completing the Everesting challenge—an intense ride involving 220 loops up Mount Faber to simulate climbing the height of Mount Everest (8,848m). This was part of an initiative titled Everesting for Second Chances, a campaign to raise awareness about the uphill battle ex-offenders face when reintegrating into society. It was one of several endurance events Andrew has participated in as a way to stand in solidarity with those navigating this difficult journey. “Like climbing Everest, the reintegration journey for an ex-offender is long, lonely, and filled with obstacles. I wanted to show them they’re not alone,” he shares.



A Watch That Means More

For the challenge and in daily life, Andrew wears the Luminox Pacific Diver Chronograph 3145. “I chose the yellow variant because it reflects the Yellow Ribbon Project and the spirit of second chances,” Andrew explains. “The watch is sturdy, dependable, and ready for anything—just like the people we support.”

More than a bold color choice, the yellow cut-to-fit strap is a beacon of hope and a declaration of purpose—a nod to the Yellow Ribbon Project, Singapore’s national initiative that champions second chances for ex-offenders. Launched in 2004, the Yellow Ribbon Project fosters acceptance and reintegration by raising awareness, reducing stigma, and encouraging community support for individuals rebuilding their lives after incarceration.



The Pacific Diver Chronograph 3145 features a 44mm stainless steel case, CARBONOX™ unidirectional rotating bezel, and water resistance up to 200 meters—making it rugged enough for any adventure and reliable for everyday wear. Powered by a Swiss-made quartz movement, it includes a chronograph function, date display at 4 o’clock, and Luminox Light Technology (LLT) that ensures visibility in low light for up to 25 years.

Whether navigating wet terrain, night rides, or harsh elements, this timepiece echoes Andrew’s resilience and unwavering mission.



Everyday Acts, Extraordinary Impact

Andrew's life and leadership mirror the enduring qualities that define Luminor watches: performance under pressure, reliability in adversity, and a steadfast commitment to moving forward. His impact may not always make the headlines, but for those he supports, it is profound and deeply felt.

To Andrew, being an everyday hero isn't about grand gestures. "It's about the small things," he says. "Checking in when someone misses a ride. Waiting when someone falls behind. These little acts of kindness—those are what people remember."

Looking ahead, Andrew is advocating for policy reforms, including removing the requirement for ex-offenders to declare their criminal records on job applications. By addressing systemic barriers, he hopes to pave a smoother path for those seeking a second chance. For Break The Cycle, the goal remains unchanged: to pedal forward together, empowering transformation through community, one ride at a time.

Luminor celebrates everyday heroes like Andrew Ong—individuals who serve with humility, act with courage, and lead with heart. His journey is a powerful reminder that strength is not only found in endurance or skill, but in the quiet conviction to uplift others, even when the road is steep. Luminor watches stand as a symbol of strength, precision, and dependability. These timepieces represent the unwavering spirit of everyday heroes like Andrew Ong—individuals who turn adversity into action, and who lead by example in the quiet, powerful ways that matter most.

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ABOUT THE LUMINOX PACIFIC DIVER COLLECTION

The Luminox Pacific Diver Collection combines rugged performance with versatile style, inspired by the vast Pacific Ocean. It features different series: the Chronograph, the Pacific Diver Analog, Ripple designed for women, and the latest Mariner Automatic.

Each series is available in multiple colorways and comes with either a cut-to-fit rubber strap or stainless steel bracelet—built for every adventure. Prices range from SGD \$940 to \$2,110 before GST.



Pacific Diver Chronograph 3140 Series (44mm)



Pacific Diver 3120 Series (44mm)



Pacific Diver Ripple 3120 Series (39mm)



Pacific Diver Automatic 3100 Series (42mm)

PRODUCT SPECIFICATIONS

Glass Type	Sapphire crystal anti-reflective coating
Case Material	Stainless steel
Bezel Material	3120 & 3140 Series: CARBONOX™ 3100 Series: Stainless steel with ceramic ring insert
Strap Material	Stainless steel or genuine rubber
Bezel Function	Uni-directional rotating bezel
Special Function	All models feature a date display and dive bezel. *Only the 3140 Series includes a chronograph function.
Movement	3120 & 3140 Series: Quartz 3100 Series: SELLITA Automatic

ABOUT LUMINOX

Luminox, the original self-powered luminous watch brand, is the timepiece of choice for global outdoor adventure icon Bear Grylls, the Icelandic Association for Search and Rescue (ICE-SAR), elite military and law enforcement units, fighter jet pilots, and professional divers around the world. Luminox watches remain visible for up to 25 years in any lighting condition. Always Visible, tough, powerful, and accurate — Swiss-Made Luminox is trusted as the ultimate night vision gear by rugged explorers, rescue teams, and peak performers operating in the most demanding environments.

ALWAYS VISIBLE — Relied on by tactical professionals, emergency responders, rescue operators, and outdoor adventurers, Luminox watches are built for those who need absolute reliability. Equipped with cutting-edge tritium gas tube technology, Luminox watches 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.