

## PRESS RELEASE

### **Luminox ‘Never Give Up’ Story - Nur Syahidah Alim**

**Singapore, November 2020** – 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. 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 to inspire all of us.

The para-archer, Nur Syahidah Alim, is one of the para-athletes part of the campaign. Nur has a rare disorder called Cerebral Palsy, which causes her to have limited movement in the lower half of her body. She is unable to walk, run and stand for prolonged periods of time. As someone who had taken an interest in sports from a young age, the disorder closed many doors for Nur.



However, that changed when Nur attended a Disability Sports EXPO organized by the SDSC at the age of 18. There, she was introduced to archery which she found a strong connection with. Para-archery gave her the option to practice the sport whilst sitting down, relying more on her upper body to aim and pull the bow string, thus relieving the pressure from her lower body.

Some of Nur’s achievements include being the first female archer to represent Singapore, reaching the quarter finals of the Rio Paralympic Games in 2016 and winning gold at the 2019 World Para Archer

Championship. She is also currently the reigning World Number 1 Para Archer. Outside of archery, she also does her part to contribute to the development of para-sport in the region by chairing the Singapore Para Athletes Commission and being a member of the Asian Paralympic Committee Athlete's Commission.



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 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 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](http://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.

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#### **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 exclusive 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](http://www.luminox.com.sg)

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