



NEWS RELEASE

For immediate release

Singlife proudly sponsors Wheelchair Rugby Association (Singapore) continuing its “SG60 and Beyond” campaign

*Singlife named Title Sponsor of
Wheelchair Rugby Cup and Wheelchair Rugby Corporate Challenge*

SINGAPORE, 4 April 2025 – Leading homegrown financial services company **Singlife** today announces its sponsorship of the **Wheelchair Rugby Association (Singapore)** (“WRAS”). This collaboration underscores Singlife’s commitment to fostering inclusivity, resilience, and progress in Singapore’s sporting community, as part of its “SG60 and Beyond” campaign.

As part of its two-year sponsorship, Singlife will be the Title Sponsor of WRAS’ rebranded flagship events, the **Singlife Wheelchair Rugby Cup**—featuring mixed teams of seasoned players with physical disabilities and able-bodied players—and the **Singlife Wheelchair Rugby Corporate Challenge**, a unique event designed to engage corporate teams in the sport. The events aim to raise awareness of wheelchair rugby, promote inclusivity, and inspire communities to support athletes with disabilities.

A lesser-known sport in Singapore, wheelchair rugby is a fast-paced and full-contact sport, combining elements of rugby, basketball, and handball. It is played by athletes with upper and lower limb impairments, using specially designed wheelchairs. The sport is not only a test of physical skill and strategy but also a powerful platform for building resilience and camaraderie among players.

While wheelchair rugby shares rugby’s emphasis on teamwork, strategy, and physicality, it differs in several notable aspects: it is played on a basketball court with a round ball. Physical contact is limited to wheelchair collisions, making it a unique and exhilarating adaptation of the traditional game.

Debra Soon, Group Head of Brand, Communications, Marketing and Experience at Singlife, said: “Wheelchair rugby embodies the values of resilience, teamwork, and determination. We want to empower Singaporeans to achieve their financial freedom dreams. By celebrating the spirit shown by the wheelchair athletes, we help others to see what is possible, instead of focusing on what is difficult or seemingly impossible. We hope to elevate the profile of wheelchair rugby in Singapore, inspire more people to support this incredible sport, and contribute to a more inclusive and united Singapore.”

The sponsorship will also support WRAS's long-term goal of building a competitive team for the 2029 ASEAN Para Games, which will be hosted in Singapore. To achieve its goal, the WRAS aims to qualify for key international competitions, including the Asia Oceania Championships this November in Thailand, the 2026 Asian Para Games in Japan, and the 2027 ASEAN Para Games in Malaysia.

But the road to 2029 begins here. The **Singlife Wheelchair Rugby Cup 2025** will take place on Saturday, 12 April, and will feature five teams, including representatives from the Singapore Rugby Union (SRU) and the Singapore Cricket Club (SCC) Rugby Section. Each team is made up of a mix of players with physical disabilities and able-bodied players, with four players per side on the court at any time. The competition will see 10 league matches played over the course of the day, culminating in a final between the two top-ranked teams.

The WRAS has 24 members, aged between 5-years old and 65-years old. The Association is actively working to grow the sport by recruiting younger players, engaging schools and hospitals, and providing opportunities for both able-bodied and disabled players to participate in community sessions. A key part of the initiative to raise awareness and foster inclusivity is the **Singlife Wheelchair Rugby Corporate Challenge 2025**. This event, scheduled to take place this September, will feature corporate teams competing in a fun and engaging format, offering participants a unique opportunity to experience the sport while promoting teamwork and community spirit.

Sheikh Muhd Danial Bawthan, Vice President of the Wheelchair Rugby Association (Singapore), said: "Singlife's sponsorship is a game-changer for wheelchair rugby in Singapore. Their support will enable us to enhance our training programmes, improve access to equipment, and provide our players with opportunities to compete at a higher level. We are excited to work with Singlife to grow the sport and inspire more individuals to join our community. Together, we can show that beyond a sport, wheelchair rugby is a movement that empowers lives."

On 3 April 2025, WRAS held a demonstration game at the Singapore Cricket Club, ahead of the upcoming annual rugby sevens competition this weekend. The event featured wheelchair rugby players alongside members of the Spanish national rugby sevens team, who took turns trying out the sport for themselves. Spectators were treated to an up-close experience of the fast-paced and physical nature of wheelchair rugby, showcasing the skill, strategy, and teamwork that define the sport.

Singlife's sponsorship aligns with its broader efforts to support local sports and inspire communities. In January 2025, Singlife was named the Title Sponsor of Netball Singapore's Nations Cup and National League. It is also a proud supporter of Singapore's Olympic badminton shuttler Terry Hee, who formed part of the nation's first-ever locally born mixed doubles duo at the 2024 Olympics. These initiatives reflect Singlife's commitment to creating a meaningful impact, going beyond financial planning, and building a legacy of resilience, progress, and inclusivity in Singapore.

*The **Singlife Wheelchair Rugby Cup** takes place on **Saturday, 12 April 2025** at the North London Collegiate School (Singapore). Entry to competition is free. Visit <https://singlife-wheelchair-rugby-cup.eventbrite.com> to get tickets.*

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About Singlife

[Singlife](#) is a leading homegrown financial services company that offers consumers a better way to financial freedom. We are headquartered in Singapore with a presence in the Philippines.

Singlife meets diverse customer needs by offering a comprehensive suite of insurance products, including life and health, general insurance and investments, employee benefits and financial advisory solutions.

We achieve this through a differentiated, open-architecture distribution model and Singapore's largest network of financial advisers.

A pioneer in the digital insurtech space, we offer digital solutions accessible through the Singlife App and [GROW with Singlife](#), an investment platform.

We are a key player in the employee benefits solutions space and are the exclusive insurance provider for the Ministry of Defence, Ministry of Home Affairs and Public Officers Group Insurance Scheme. We're also one of three government-approved long-term care insurance providers in Singapore.

We take our commitment to achieving Net Zero seriously and are an official signatory of the United Nations Principles for Sustainable Insurance and the United Nations-supported Principles for Responsible Investment.

Singlife was formed from the merger of Aviva Singapore and Singlife, originally an insurtech start up, in January 2022. Singlife is now a wholly owned subsidiary of Sumitomo Life, who acquired Singlife in 2024. We have over S\$14 billion in assets as of 31 December 2023 and are rated "A" and "Baa1" by Fitch and Moody's respectively.

Sumitomo Life was established in 1907 and is one of Japan's largest life insurance companies, with over US\$300 billion in assets as of 31 March 2024.

About Wheelchair Rugby Association (Singapore)

The Wheelchair Rugby Association Singapore (WRAS) is a non-profit organisation dedicated to promoting wheelchair rugby and empowering individuals with disabilities through sport. Established in 2020, WRAS provides opportunities for both wheelchair-bound and able-bodied players to participate in this dynamic and inclusive sport.

WRAS's mission is to build a vibrant and supportive wheelchair rugby community in Singapore, fostering resilience, camaraderie, and personal growth among players. The association also aims to develop a competitive national team to represent Singapore at international events, including the 2029 ASEAN Para Games, which will be hosted in Singapore.

Through weekly training sessions, community outreach programs, and competitive events, WRAS is committed to raising awareness of wheelchair rugby and inspiring more people to join this empowering movement.