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PRESS RELEASE

Getting healthier together at MPI Generali Run 2017

- Princes and princesses “graced” 5km Fun Run while competitive runners joined 10km at Padang Merbok
- Family day atmosphere at carnival for participants from all walks of life
- Project Good Deeds collected 177 pairs of sports shoes and 950 tees

Kuala Lumpur – Princes and princesses were sighted at Padang Merbok yesterday but instead of running late for a ball, they were running to get healthier together at MPI Generali Run 2017.

The sixth annual community run of MPI Generali Insurans Berhad features a 5km fun category in which participants got to dress up as Prince and Princess to race while keeping fit at the same time. Family members and friends who prefer a more relaxing exercise opted for the 3km Fun Walk.

The Run’s 10km category catered to the more competitive runners. In total, the Run attracted over 4,300 runners.

With participants from all walks of life, the Run treated them to a carnival at Padang Merbok Car Park where they were entertained by balloon sculptors, bubble performances and cosplayers ready for wifie opportunities.

Booths of sponsors and partners were also set up offering great deals like special discounts and post-run massage. Snack stalls offering tidbits like popcorn and cotton candy completed the family day atmosphere.

Before the prize-giving ceremony, participants took up the emcee’s cue to remain motionless for a Mannequin Challenge video.

Participants also got the chance to be eco-friendly and do a kind deed by donating their pre-loved sports shoes and tees to Project Good Deeds. Seeking to reduce the impact of solid waste on the environment, the CSR initiative successfully collected 177 pairs of sports shoes and 950 tees for the Orang Asli community.

The Run returned to its mainstay Padang Merbok as the routes remain a popular favourite among both amateur and seasoned runners. Project Leader Jayne Liew remarked: *“All these years, MPI Generali Run has been associated with the hilly challenge and scenic city view of Padang Merbok. We have not settled on the location for our next MPI Generali Run. All I can assure you is we will strive to live up to our established reputation as a well-organised and fun-filled Run.”*

The next MPI Generali Run is slated to happen on 13 January 2018. MPI Generali will continue introducing new concepts to the Run so that community members can better enjoy starting the year on a healthy footing.

The Run Organiser takes this opportunity to congratulate all the Race finishers especially the Champions of the four categories: James Karanja (10km Men’s Open), Vadiveelu Arumugam (10km Men’s Veteran), Manissha Arokiasamy (10km Women’s Open) and Yuan Yu Fang (10km Women’s Veteran).

The Organiser would also like to thank all the sponsors and partners, MPI Generali employees, business associates, volunteers, corporate supporters and all runners for taking part.

Marketing and Corporate Communication

Jayne Liew
Marketing & Corporate Communication
P +603 2034 9888 Ext. 7803
jayne_liew@mpigenerali.com

Seth Tan
Marketing & Corporate Communication
P +603 2034 9888 Ext. 7806
seth_tan@mpigenerali.com

enquiry@mpigeneralirun.com

MPI Generali Insurans Berhad
8th Floor, Menara Multi-Purpose
Capital Square, 8, Jalan Munshi Abdullah
50100 Kuala Lumpur, Malaysia
Postal Address: P.O. Box 10122
50704 Kuala Lumpur, Malaysia
P +603 2034 9888
F +603 2721 2088

mpigeneralirun.com

The Organiser welcomes having more sponsors, partners and corporate supporters for MPI Generali Run 2018. Those who are interested may contact marcom@mpigenerali.com.

MPI GENERALI INSURANS BERHAD

MPI Generali Insurans Berhad (“MPI Generali”), formerly known as Multi-Purpose Insurans Bhd, is a strategic partnership between Multi-Purpose Capital Holdings Berhad, which is a wholly owned subsidiary of MPHB Capital Berhad, a public-listed company, and Assicurazioni Generali S.p.A., one of the largest global insurance providers with a rich heritage going back to 1831. MPI Generali Insurans Berhad’s core business is underwriting of general insurance.

MPI GENERALI RUN

MPI Generali Run is an annual run designed to help the community get healthier together. Kickstarting the local running calendar since 2012, MPI Generali Run has established a reputation as a well-organised and punctual event with well-designed run routes as well as a strong following comprising both new and seasoned runners.

MPI Generali Insurans is proud to position itself as the pioneer general insurer in organising a community-based run in Malaysia and including the run in its CSR programme.

The theme of Healthy Lifestyle – Work-Life Balance remains a relevant theme in today’s hectic and more sedentary lives.

MPI Generali Run 2017 is the sixth in the general insurer’s run series and will take place on 8 January 2017 at Padang Merbok, Jalan Parlimen, Kuala Lumpur. Its sponsors and partners include New Balance (Official Apparel), 100 Plus (Official Isotonic), Pacific Regency (Hotel Partner), Running Malaysia (Media Partner – Magazine), KPJ Healthcare (Medical Partner), Affin Hwang Capital, BP Healthcare Group, Mamee, 2XU, Magnum, Nestlé Fitness, Nestlé Milo, Pilatique, Garmin, Leong Adjustment Sdn. Bhd., Massimo and Simply Juice.

PROJECT GOOD DEEDS

Project Good Deeds collects pre-loved sports shoes and tees to be donated to the Orang Asli community. As a corporate social responsibility initiative that has complemented MPI Generali Run since 2014, it seeks to promote environmental sustainability through recycling and provide an avenue for Run participants to contribute back to the environment and community.

To date, Project Good Deeds has donated 723 pairs of sports shoes and 2,772 pieces of tees to 10 kampungs, namely Kampung Orang Asli Bakok, Kampung Orang Asli Bukit Damar, Kampung Orang Asli Bukit Jenuk, Kampung Orang Asli Sungai Lalang, Kampung Orang Asli Sungai Mai, Kampung Orang Asli Ulu Yam, Kampung Orang Asli Terentang, Kampung Orang Asli Bukit Baja, Kampung Orang Asli Tanjung Rampai and Kampung Orang Asli Ulu Tual Pos Sinderut.

This time round, Project Good Deeds will benefit Kampung Orang Asli Bakar Leleh Bumbang, Pulau Carey, Selangor; Kampung Orang Asli Pulau Carey, Selangor; Kampung Orang Asli Batu Semenyih, Selangor; and Kampung Orang Asli Sebir, Negeri Sembilan.

APPENDIX A: THE TOP THREE WINNERS IN THE FOUR 10KM COMPETITIVE RUN CATEGORIES

Category A: 10km Men's Open		
Position	Name	Official Time
Champion	JAMES KARANJA	00:33:57
1st Runner-Up	JOSEPHAT MOCHUMARI MEI	00:35:38
2nd Runner-Up	ANAS BIN ROSLI	00:36:05

Category B: 10km Men's Veteran		
Position	Name	Official Time
Champion	VADIVEELU ARUMUGAM	00:38:21
1st Runner-Up	SHAHARUDIN BIN HASHIM	00:38:43
2nd Runner-Up	LIM KHON SENG	00:39:54

Category C: 10km Women's Open		
Position	Name	Official Time
Champion	MANISSHA AROKIASAMY	00:47:45
1st Runner-Up	TAN BEE PING	00:54:51
2nd Runner-Up	JESSICA NG SZE CHIA	00:55:12

Category D: 10km Women's Veteran		
Position	Name	Gun Time
Champion	YUAN YU FANG	00:42:17
1st Runner-Up	CLARE MCCULLOCH	00:45:37
2nd Runner-Up	YASUKO HOSOTANI	00:48:42

APPENDIX B: EVENT PHOTOS



File name: MPI Generali Run 2017 #1

Caption: The senior management of MPI Generali Insurans Berhad with the beaming Champions of MPI Generali Run 2017 James Karanja (10km Men's Open), Vadiveelu Arumugam (10km Men's Veteran) and Manisha Arokiasamy (10km Women's Open). 10km Women's Veteran Champion Yuan Yu Fang was not present.

The senior management comprises (from left) CEO Oliver Tan, Project Leader Jayne Liew, Director Kheoh And Yeng, COO Liew Yaw Lian, Director Madam Tam and Chairman En Mohd Azlan Bin Mohammed.



File name: MPI Generali Run 2017 #2

Caption: The Best Dressed cosplay runners at MPI Generali Run 2017 after accepting their prizes from Project Leader Jayne Liew (third from left)



File name: MPI Generali Run 2017 #3

Caption: And the 5km Fun Run participants at MPI Generali Run 2017 are off!



File name: MPI Generali Run 2017 #4

Caption: The participants through the carnival area at Padang Merbok Car Park after the Race at MPI Generali Run 2017
