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PRESS RELEASE

MPI Generali Run launches new logo to fit theme

- Run logo re-energised with new look
- 2017 Run categories: 10km (competitive) and 5km (fun) categories
- Registration starts from 15 August 2016

Kuala Lumpur – MPI Generali Run today launched its new logo to better reflect its communal focus and a pride in the local popular landmarks.

The old logo has colour blocks with adult runner silhouettes, one colour block representing each of the five years. The new logo shows runner silhouettes from a range of ages and genders reinforced by a background that features the iconic KL Tower and PETRONAS Twin Towers.

It is a refreshing take on a community run that aims at presenting the best locally infused run experience to participants from all walks of life.

The distances have been simplified to two: 10km Competitive Run for solo runners and 5km Fun Run for teams of two, three or four, though solo Runners are welcome too.

Taking place on 8 January 2017, the sixth MPI Generali Run has lined up exciting new concepts and attractions for families and friends to get healthier together, such as the Cosplay element for the 5km Fun Run. The theme is Prince and Princess, and the three Best Dressed “royalties” will get to win prizes.

With all the novelty, certain things remain evergreen and are kept for this new Run series such as:

- Tagline Healthy Lifestyle – Work-Life Balance
- The venue: Padang Merbok, the community’s all-time favourite running ground
- The CSR project Good Deeds, collection of pre-loved sports shoes and tee shirts for the Orang Asli Community

Registration for MPI Generali Run 2017 will start from 15 August 2016 at themarathonshop.com.my/mpigeneralirun2017 with an early bird special discount. Please visit mpigeneralirun.com for more information.

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 MPH 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

Marketing and Corporate Communications
Jayne Liew
Marketing & Corporate Communications
P +603 2034 9859
M +6018 201 8818
jayne_liew@mpigenerali.com

Seth Tan
Marketing & Corporate Communications
P +603 2034 9859
M +6012 675 6084
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 2694 5758/+603 2694 5759

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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.

