

MEDIA RELEASE

For Immediate Release

GREAT EASTERN JOHOR BAHRU 10K, DATARAN BANDARAYA

Local sports outfit, Hivelocity Events Sdn Bhd, the event owner of the Great Eastern Johor Bahru 10K successfully organised the 2nd edition of the run in Johor Bahru on 10 November 2013.

Johor Bahru: This year, 1000 runners from more than 10 countries such as Singapore, India, Australia, Sri Lanka, UK, and USA ran along the scenic waterfront of Johor Bahru city at the Great Eastern Johor Bahru 10K run early this month. The 10 kilometres road race was flagged off at 7.30 am by Tuan Haji Ismail Bin Karim, Mayor of Johor Bahru and Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life).

“At Great Eastern Life, we want to inspire Malaysians to lead a healthy lifestyle by being physically and mentally fit, not just for themselves but also for their loved ones. Our involvement in the Great Eastern Johor Bahru 10K run 2013 is in line with our Live Great Programme, to actively help our customers turn their healthy intentions to actions through platforms such as wellness tools, health tips, mobile apps, workshops and events and exclusive privileges. The Great Eastern Johor Bahru 10K run is the second one under our Live Great Programme this year. In September, we successfully organised the Live Great Run in Kuala Lumpur which attracted several thousand runners. It is Great Eastern Life’s ongoing resolve as a LIFE company to encourage customers to live healthier, better and longer and supporting them through holistic initiatives,” said Dato Koh.

No stranger to organising high-octane sporting events in Malaysia and Singapore, Hivelocity Events Director, CG Lim said, “The Great Eastern Johor Bahru 10K in its 2nd year, was sold out within a month with more than 85% of the runners from Johor. This shows that the community in Johor enjoys living a healthy, active lifestyle”. Lim added further, “We are planning to bring in and organise more running events to Johor and Iskandar Malaysia in the coming year.”

The Great Eastern Johor Bahru 10K is title sponsored by Great Eastern Life and is supported by Majlis Bandaraya Johor Bahru (MBJB) as well as Iskandar Regional Development Authority (IRDA). The event is owned and organised by Hivelocity Events Sdn Bhd and aims to encourage a healthy lifestyle among Johor Bahru and Iskandar Malaysia folks through participation in world class running events.

The event saw the first runner Marcus Ong from the Men’s International category cross the finishing line at 34 minutes and 42 seconds.

Winners

Category	Winners	Nationality	Time
Malaysian Men's Open (18 and above)	1. Neo Shun Jie	Malaysia	00:36:45
	2. Mohd Syahidan Alias	Malaysia	00:37:31
	3. Tan Chow Seng	Malaysia	00:40:41
Malaysian Men's Veteran (40 and above)	1. Tan Song Hua	Malaysia	00:38:37
	2. Subramaniam Kumarasamy	Malaysia	00:39:59
	3. Simon Tee Kuan Ming	Malaysia	00:43:10
Malaysian Women's Open (18 and above)	1. Sheela Samivellu	Malaysia	00:39:08
	2. Jaynathi Samivellu	Malaysia	00:48:28
	3. Chai Hui Fang	Malaysia	00:51:00
Malaysian Women's Veteran (35 and above)	1. Lim Ai Lin	Malaysia	00:49:54
	2. Lim Soo Gek	Malaysia	00:50:41
	3. Indra Samivellu	Malaysia	00:51:07
Men's International	1. Marcus Ong	Singapore	00:34:42
	2. Ahmad Lamchannak	Morocco	00:36:08
	3. Ganesh Sivaraj	Singapore	00:39:38
Women's International	1. Liezel M. Lumidas	Philippines	00:46:28
	2. Teresa Ann James	British	00:51:57
	3. Catherine Guest	Australia	00:58:33

The Great Eastern Johor Bahru 10K is also supported by sponsors such as 100 Plus, Brooks, Athlete's Circle, Mentos and Thistle Hotel. More information can be obtained from www.ib10k.com

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