

## **MEDIA RELEASE**

For immediate release

### **GREAT EASTERN LIFE COLOUR MY HEART RUN 2015 TO DEBUT IN MALAYSIA, A UNIQUE TWO-CITY EVENT**

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**Kuala Lumpur, Malaysia, 9 January 2015** – Heart Foundation of Malaysia (Yayasan Jantung Malaysia) today announced its collaboration with Great Eastern Life Assurance (Malaysia) Berhad for the inaugural Great Eastern Colour My Heart Run this year in Penang and Kuala Lumpur

Tun Ahmad Mohd Sarji Bin Abdul Hamid, President, Heart Foundation of Malaysia said, “The Great Eastern Colour My Heart Run is a unique event that will be held in two cities. We believe that fitness should be enjoyed and that the twin benefits of enhanced fitness levels and general well-being will help to create a holistically improved quality of life for all our participants.”

According to Director and CEO of Great Eastern Life, Dato Koh Yaw Hui, the collaboration is a key part of Great Eastern Life’s Live Great Programme, the first integrated health and wellness programme by an insurance company in the region that is designed to assist people in achieving their health goals.

“The Great Eastern Colour My Heart Run is conceptualised to promote health and improve the level of general happiness among Malaysians. We believe these two components are important to foster physical and emotional wellness to create a holistic lifestyle. A healthy heart makes a happy man!” Dato Koh said. “It is our brand promise as a LIFE Company to inspire Malaysians to turn their health intentions into actions so that they can live healthier, better and longer not only for themselves but also for their loved ones. Great Eastern Life wants to highlight the importance of keeping a balanced lifestyle through health and wellness initiatives.”

Held over two weekends in Penang and Kuala Lumpur, the Great Eastern Colour My Heart Run is an international class event featuring a 12 km timed race and a 5 km fun walk catering to all ages and fitness levels. The Penang leg will take place in the centre of George Town at Padang Kota Lama on the 19 April 2015 whilst the event in Kuala Lumpur will take place in Merdeka Square on the 24 May 2015. Early bird registrations start at RM45. Included in that is a RM5 donation to the Heart Foundation as well as a kit for participants in the 5km race containing a wide range of items including a t-shirt, a pair of sunglasses, stickers, powder packs, individualised bibs, face masks, fake tattoos and a snack pack.

“The importance of an event like this cannot be stressed enough. Heart disease and stroke related deaths have become the number one killer in Malaysia, already causing almost twice as many deaths as cancer and accounting for over 30% of all medically reported deaths in the country. In many cases these could have been avoided with a change in lifestyle – eating more healthily and daily exercise – and we hope that Malaysians will enjoy these events and see that exercise can be fun. Bring your parents, your grandparents and your children and have fun as a family,” said Ahmad Sarji.

The Kuala Lumpur event will be combined with the existing 12km Great Eastern Live Great Run that has been organised over the past four years by Great Eastern Life Assurance.

“Every year, we set a theme into the run – last year’s was “Superheroes” - to demonstrate that running can be fun, enjoyable and be made an activity that fosters quality time with family and friends. By combining it and growing it with the Heart Foundation this year, we will be able to reach out to a larger audience in exciting new ways,” added Dato Koh.

“As the main presenter of the event, we believe that the Great Eastern Colour My Heart Run will offer tremendous benefits and excitement as participants share unforgettable ‘Live Great Moments’ with their loved ones. We want to be part of their health and wellness journey as they continue to make little healthy changes in life, which I am sure, will bear fruit if done consistently,” he continued.

The 12 km course in Kuala Lumpur will be organised from the start and finish point in Merdeka Square. Both Penang and Kuala Lumpur's 5 km Fun Run courses focus on an experiential fast walk environment. Here, participants will travel at their own pace and pass through specifically designed "colour fun" stations.

These stations will feature colour tents where participants will be showered with coloured powders, enjoy a variety of music selections and a host of other surprise activities. Both locations will also have a post event carnival where free medical check-ups, interactive games, music and entertainment will be provided for all.

"It is our intention to ensure that the events are operated at the highest international standards and provide an unbeatable experience for the participating public," stated Datuk Dr. Sambhi, Chairman of the Heart Foundation of Malaysia. "The event's selection of venues, routes, accessibility, delivery of the offerings to the runners and post-event festivities have all have been designed to set the event apart."

For information on ticketing and discount information, please visit [www.greateasterncolourmyheartrun.com](http://www.greateasterncolourmyheartrun.com) and follow us on the Colour My Heart Facebook page for the latest updates and special promotions.

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## **ABOUT GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD**

Great Eastern Life began its operations in 1908 as a branch office of The Great Eastern Life Assurance Company Limited. The Malaysian operations were subsequently transferred to a locally incorporated public company, Great Eastern Life Assurance (Malaysia) Berhad under the Scheme of Transfer of Business. The Company was certified by The Malaysia Book of Records in 1998 as "The Oldest and Largest Life Insurer" in Malaysia.

With more than a century of experience and solid financial foundation, Great Eastern Life has RM63.5 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 31 December 2013. To date, Great Eastern Life has 21 operational branch offices and products include life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefit schemes. Great Eastern Life Assurance (Malaysia) Berhad is a wholly-owned subsidiary of Great Eastern Holdings Limited (GEH) and its ultimate holding company is Oversea-Chinese Banking Corporation Limited (OCBC).

## **ABOUT GREAT EASTERN HOLDINGS LIMITED**

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$61.8 billion in assets and around 4.7 million policyholders, it has three successful distribution channels – a tied agency force, bancassurance, and a financial advisory firm, Great Eastern Financial Advisers. The Group also operates in Indonesia, Vietnam and Brunei and has a joint venture in China as well as a representative office in Myanmar.

It was named Life Insurance Company of the Year at the Asia Insurance Industry Awards in 2011 and 2013 by Asia Insurance Review. The Great Eastern Life Assurance Company Limited has been assigned the financial strength and counterparty credit ratings of "AA-" by Standard and Poor's since 2010, one of the highest among Asian life insurance companies. Great Eastern's asset management subsidiary, Lion Global Investors Limited, is one of the largest private sector asset management companies in Southeast Asia.

Great Eastern is a subsidiary of OCBC Bank, the second largest financial services group in Southeast Asia by assets. It is one of the world's most highly-rated banks, with an "Aa1" rating from Moody's. It is also ranked by Bloomberg Markets as the World's strongest bank in 2011 and 2012. OCBC Bank's key markets are Singapore, Malaysia, Indonesia, and Greater China. It has a network of over 450 branches and representative offices in 15 countries and territories, including about 330 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

For more information, please visit [greateasternlife.com](http://greateasternlife.com)

## **ABOUT ARCIS COMMUNICATIONS**

Arcis Communications is one of Malaysia's leading solutions and communications agencies and growing fast in South East Asia. Critically acclaimed for work done in Malaysia and Singapore, it consults with businesses across the region. The company is organised around areas of consulting that include: Public Relations; Digital and Relationship Marketing; Issues and Communications Management; Advertising; Public Affairs; Branding and Identity Management; Health Care Communications; Direct and Promotion Marketing; Branded Content and Entertainment; and Specialist Communications. Arcis Communications services Fortune Global 500 Companies, leading multinational corporations, fast growing Small and Medium Sized Businesses and start-ups across South East Asia.

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