



## News Release

### **OVER RM82,000 RAISED THROUGH THE GREAT EASTERN COLOUR MY HEART RUN 2015**

**Kuala Lumpur, 25 May 2015** – A total of RM82,475 was raised through The Great Eastern Colour My Heart Run 2015, held at Merdeka Square, Kuala Lumpur yesterday. A joint collaboration between Great Eastern Life Assurance (Malaysia) Berhad and The Heart Foundation of Malaysia (Yayasan Jantung Malaysia), this unique run that consisted of a 12km time race and a 5km fun run saw over 16,500 participants of all ages and fitness levels. Organised for the first time, the event was conceptualized to promote healthy living and improve the level of general happiness among Malaysians.

The event was flagged off at 7.00 am by President of the Heart Foundation of Malaysia, Tun Ahmad Sarji Bin Abdul Hamid and Director and Chief Executive Officer of Great Eastern Life, Dato Koh Yaw Hui. Vice President of the Heart Foundation of Malaysia, Tan Sri Dato' Kamaruzzaman Shariff, Director of Great Eastern Life Assurance (M) Bhd Datuk Kamaruddin Bin Taib, and Chairman of the Heart Foundation of Malaysia, Datuk Dr. Sambhi, were in attendance.

The course in Kuala Lumpur for the 5km fun run featured specific 'colour stations' where participants were showered with coloured powder and enjoyed a different genre of music at each station.

"My family and I really enjoyed this unique event. My kids loved the colour component in the run and my wife who is not a runner also had fun! It was truly the happiest and most colourful run I have ever seen," said 37-year-old Wong Chou Yit from Kepong.

This year, the 12km Live Great Run attracted a total of 6,505 runners, an increase of 41% compared to last year.

#### **Race Office:**

No 9-2, Level 3, Jalan 1/116B, Kuchai Entrepreneurs Park, 58200 Kuala Lumpur

Tel: +60-17-35 1423 |

[www.greasterncolourmyheartrun.com](http://www.greasterncolourmyheartrun.com)

## Winners of 12km Live Great Run

### Category: Men's Open (International) (16 Years & Above)

No	Name	Time
1	Daren James Shields	00:54:03
2	Arash Nasiri Eghbali	00:55:01
3	Mats Oskar Engberg	00:55:20

### Category: Men's Open (Malaysian) (16 Years & Above)

No	Name	Time
1	Neo Shun Jie	00:45:01
2	Rani Ak Ranai	00:45:23
3	Lo Choon Sieng	00:45:57

### Category: Women's Open (International) (16 Years & Above)

No	Name	Time
1	Agnieszka Najnigier - Pierzynowska	00:55:16
2	Kim Hebert-Losier	00:55:24
3	Eng Hwee Ling Ezann	00:59:33

### Category: Women's Open (Malaysian) (16 Years & Above)

No	Name	Time
1	Jessica Tang Mei Lee	00:57:12
2	Tan Mei Wai	01:00:24
3	Chua Khit Yeng	01:01:01

#### Race Office:



Great Eastern Life's Director and Chief Executive Officer, Dato Koh Yaw Hui presented to President of the Heart Foundation of Malaysia, Tun Ahmad Sarji a mock cheque amounting to a total of RM82,475 to further support the initiatives carried out by The Heart Foundation of Malaysia. The funds were raised through the participant fees where RM5 from each registration is channelled towards to the donation drive for The Heart Foundation of Malaysia.

Tun Ahmad Sarji Bin Abdul Hamid, President, Heart Foundation of Malaysia said, "There is no doubt that the event was a great success and we succeeded in our aim to show Malaysians that exercise can be fun. Now we hope that all 16,500 runners will spread the message to all their friends and family and we continue the journey to a fit and healthy Malaysia. I would also like to thank everyone involved and in particular our title partner, Great Eastern Life for making it such a fantastic event."

Participants and visitors enjoyed a host of other activities at the finish line where a healthy heart carnival was set up. Entertainment included Zumba routine by Studio Body Rock, high-energy breakdance show by Chiqaz and performance by songster Jaclyn Victor. Free medical check-ups, bungee-run, rock climbing and other carnival games were also available for visitors. Penang was the first state to welcome this unique event that took place at Padang Kota Lama, George Town on 19 May 2015 with a 5km fun run.

Director and Chief Executive Officer of Great Eastern Life, Dato Koh Yaw Hui said, "I am pleased to see a huge turnout for the event especially on a Sunday morning and this shows how much the public believes in embracing a healthy lifestyle." Dato Koh added, "We have been organising the Great Eastern Live Great Run for the past four years introducing a different theme and experience to participants each year however this is our first year collaborating with The Heart Foundation of Malaysia for the 5km Great Eastern Colour My Heart Run. Our intention is to demonstrate that running can be enjoyable and fun as well as to promote health and improve the level of general happiness among Malaysians. We believe these two components are important to foster quality time with family and friends while encouraging emotional

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wellness to create a holistic lifestyle” He also 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.”

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### **ABOUT THE HEART FOUNDATION OF MALAYSIA**

The Heart Foundation of Malaysia was established in 1982 by a small group of dedicated and concerned lay people who were determined to make an impact on the control of heart and vascular disease.

Through the 1960’s and 70’s communicable diseases such as tuberculosis, malaria, typhoid and cholera were the biggest killers in the country. However, with huge improvements in the standard of living and medical facilities these diseases have been brought under control. Now heart disease and stroke related deaths have become the number 1 killer in the country, causing almost twice as many deaths as cancer and accounting for over 30% of all medically reported deaths by 2000.

The Heart Foundation Of Malaysia is a non-profit NGO dedicated to the education of the public on heart and circulatory disease which focuses on five core pillars **1) Research** - To advance understanding of the causes of heart disease and provide the basis for new techniques in treatment. **2) Public Education** - To develop and implement health educational programmes designed to encourage a healthy lifestyle and to assist in preventing heart disease and stroke deaths. **3) Professional Education** - To increase the knowledge and improve the skills of health professionals. **4) Rehabilitation** -To encourage programmes which promote the rehabilitation of those suffering from diseases of the heart and circulation. **5) Public Service** - To Provide accommodation for families of heart patients who are undergoing medical treatment at hospitals within the city.

### **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.

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With more than a century of experience and solid financial foundation, Great Eastern Life has RM66.9 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as at 31 December 2014. 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\$67.4 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 was 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 over 630 branches and representative offices in 18 countries and territories. These include the more than 330 branches and offices in Indonesia operated by subsidiary Bank OCBC NISP and Wing Hang Bank's 95 branches in Hong Kong, China and Macau. Wing Hang Bank became a subsidiary of OCBC Bank on 15 July 2014.

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

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## **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. For more information, visit [www.arciscommunications.com](http://www.arciscommunications.com) or get the latest updates on the firm at [www.facebook.com/arciscommunications](http://www.facebook.com/arciscommunications).

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