



NEWS RELEASE

15,000 MALAYSIANS PARTICIPATED IN THE FIRST OF ITS KIND BUBBLE DASH RUN 2016

Joint effort by the Heart Foundation of Malaysia and Great Eastern Life raised over RM152,220 for charity

Kuala Lumpur, Malaysia, 23 October 2016 – The Heart Foundation of Malaysia (Yayasan Jantung Malaysia) and Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) once again joined hands today for the Kuala Lumpur leg of the Great Eastern Bubble Dash Run 2016. This unique collaboration which was conceptualised to promote an enjoyable health and fitness event amongst Malaysians, attracted 15,000 runners for the run this year. The event was held at Dataran Merdeka and was officially flagged off at 7.30am by KDYMM Tengku Permaisuri Selangor Tengku Norashikin Abdul Rahman. Also present at the session were Tun Ahmad Sarji Bin Abdul Hamid, President, Heart Foundation of Malaysia; Tan Sri Dato' Kamaruzzaman Shariff, Vice President, Heart Foundation of Malaysia; Datuk Dr JS Sambhi, Chairman, Heart Foundation of Malaysia and Dato Koh Yaw Hui, Director and Chief Executive Officer, Great Eastern Life.

The run in Kuala Lumpur featured 3 categories to cater for both leisure and seasoned runners – 5km Bubble Dash Run, 12km and 21km LIVE GREAT Run. The competitive segments for 21km and 12km LIVE GREAT Run were flagged off earlier at 5.30am and 7.00am respectively.

YABhg. Tun Ahmad Mohd Sarji Bin Abdul Hamid, President, Heart Foundation of Malaysia said, “The Great Eastern Bubble Dash Run is a unique event that has been held in two cities. Combining fitness and fun is a great way to stay healthy, and we hoped to have encouraged more Malaysians to prioritise fitness and be healthy. Judging by the huge turn-out today, the Malaysian public recognised the importance of these and we look forward to continuing to build on this year’s success going forward.”

Young runners were also spotted in the 5km fun run route. Under the umbrella of Great Eastern Life ChildrenCare, 50 underprivileged children under the purview of Jabatan Kebajikan Masyarakat (JKM) were given the opportunity to enjoy a foamy run. In conjunction with the run, Great Eastern Life ChildrenCare sponsored 500 pairs of sports shoes to the underprivileged children. This is to cultivate and promote a healthy lifestyle among the kids.

Race Office:

No 9-2, Level 3, Jalan 1/116B, Kuchai Entrepreneurs Park, 58200 Kuala Lumpur
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Director and Chief Executive Officer of Great Eastern Life, Dato Koh Yaw Hui said, “We want to inspire more Malaysians to make the necessary changes in their lifestyle and take ownership of maintaining their well-being. Through this run, we want to demonstrate that an active lifestyle can be exciting, fun and a great way to spend quality time with their loved ones.”

“It is our brand promise as a LIFE company to help Malaysians turn their health intentions into actions on their journey to live healthier and better. The run was designed as a platform to help people in achieving their health goals and we believe that a healthy lifestyle routine should start from young, hence our sponsorship of the underprivileged children in this run.” Dato Koh added.

The comprehensive Live Great Programme is the first integrated health and wellness programme by an insurance company in the region. It comprises five components - Wellness Tools, Health Tips, Mobile Apps, Workshops and Events, and Exclusive Privileges. Through the Workshops and Events pillar of the Live Great Programme, Great Eastern Life has organised many successful and popular events including Viper Challenge, FitForLife Health Fair, Largest Zumba Fitness Party amongst many other events. There are various avenues one can leverage on from these holistic programmes to make life great in every way.

The Great Eastern Bubble Dash Run 2016 was held in two cities, Penang and Kuala Lumpur. It is the first of its kind ever to be held in Malaysia that combines multi-coloured bubble foam and heart-pumping music.

The 5km course was based on multi-coloured bubble (made out of foam) stations placed throughout the running route around Dataran Merdeka. Participants passed through several stations where they were showered with coloured bubbles and foam, enjoyed heart-pumping music and a host of other surprise activities. This category was a leisure run and catered to runners of all ages and fitness levels. Runners could complete the route at their own pace or opt to sprint to the finish line. Finisher medals were given to all who completed the route.

Event organizer, Heart Foundation of Malaysia in conjunction with Great Eastern Life Assurance also introduced a new 21km category half marathon distance to offer a more challenging experience to participants who had previously entered the 12km LIVE GREAT Run, which has been held annually since 2012. The competitive route saw runners sprinting through several iconic landmarks in the city

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and scenic neighbourhoods along the way. It challenges their stamina and perseverance as they race through various checkpoints. Runners who completed the run will also receive finisher medals.

“It was a great experience to have a half marathon length run introduced; for us experienced runners. I was able to tackle the longer distance whilst my wife and children participated in the 5km run, enjoying the colourful bubbles and then we met at the finish. I am definitely hoping it would be back again next year,” said 41-year old S Kshte Dayanand from Kayu Ara.

“This is our first run. It was so much fun being able to be outside and get showered by colourful bubbles at the same time. The experience was phenomenal and I will be back next year with family as there were many activities for them as well,” said Minjun Chow, 37 from Old Klang Road.

After completing their run, participants enjoyed a post-event carnival (also known as the Healthy Heart Carnival). The carnival featured exciting on-site offerings such as free health screenings, live Zumba workout sessions, on-stage entertainment and exciting giveaways. Other attractions include various food and beverage stalls, interactive games and inflatable toys for children to play.

At the Great Eastern booth, runners had the opportunity to print out their pictures captured during the run by uploading them on Instagram with a specific hashtag. Those who participated in the LIVE GREAT Fitness Challenge were rewarded with Starbucks gift cards when they successfully broke the record for the fitness challenge. Those who produced their LIVE GREAT Card were able to double up the amount of the prize.

“The event was great fun and I would like to take this opportunity to thank all the sponsors, the participants and especially Great Eastern Life for their support,” said Datuk Sambhi.

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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.

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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 RM70.1 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as at 31 December 2015. 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\$68.1 billion in assets and over 4 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 and Brunei and has a presence 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 longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating

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from Moody's. Recognised for its financial strength and stability, OCBC Bank has been ranked Asean's strongest bank and among the world's five strongest banks by Bloomberg Markets for five consecutive years since the ranking's inception in 2011.

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 or get the latest updates on the firm at www.facebook.com/arciscommunications.

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