

MEDIA RELEASE

For immediate release

GREAT EASTERN LIVE GREAT RUN 2017

Inspiring 13,000 Malaysians to run the extra mile with their loved ones

Kuala Lumpur, 8 October 2017 – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) once again organised their signature 12km Live Great Run at Dataran Merdeka. Created as a platform to help Malaysians achieve their health goals, the enjoyable health and fitness event attracted 13,000 runners this year. The 5km Triple Fun Run, a uniquely themed run which requires runners to be showered with bubbles, coloured powder and water attracted runners of all ages, most with their children and friends.

Great Eastern Life’s Chief Executive Officer, Dato Koh Yaw Hui said “In 2012, we made the decision to go beyond our role as an insurance company to become a LIFE company and actively support Malaysians in living healthier and better. The Great Eastern LIVE GREAT Run provides an excellent platform for people to take ownership of their health and start turning their intentions into actions with their loved ones.”

The fun continued at the post-event carnival at the race village in Dataran Merdeka with activities such as bubble football, bubble station, inflatable rock climbing and Zumba workout sessions. ViperKidz, a scaled-down version of the Great Eastern Viper Challenge proved to be the crowd’s favorite as parents were seen cheering on their kids as they climbed, crawled and conquered the mini obstacle race.

For more information on healthy living tips, articles and recipes, please visit livegreat.greasternlife.com/my.



Great Eastern Life's Chief Executive Officer Dato Koh Yaw Hui (in the center), together with Great Eastern Chairman and Board of Directors flagging off the Great Eastern LIVE GREAT Run 2017.



The first batch of the 5km Triple Fun Run runners being flagged off.



Participants having a splashing good time at the water zone.



Runners enjoying themselves being showered with foam and bubbles.



Runners being sprinkled with coloured powder after running through the Colour Zone.