

26.11.2015  
PRESS RELEASE

## MPI Generali Run features fitness and running experts at My First Run Clinic

- Every Saturday at Sri Hartamas playground in Kuala Lumpur from 7:30am
- Featured speakers: Dr Effa Abdul Rahman, Oon Kian Khong, Mark Williams, Jamie Pang and Wan Yew Leong

### Marketing and Corporate Communications

Jayne Liew  
Marketing & Corporate Communications  
P +603 2034 9859  
M +6018 201 8818  
jayne\_liew@mpigenerali.com

Seth Tan  
Marketing & Corporate Communications  
P +603 2034 9859  
M +6012 675 6084  
seth\_tan@mpigenerali.com

inquiry@mpigeneralirun.com

### MPI Generali Insurans Berhad

(Formerly known as Multi-Purpose Insurans Bhd)  
8<sup>th</sup> Floor, Menara Multi-Purpose  
Capital Square, 8, Jalan Munshi Abdullah  
50100 Kuala Lumpur, Malaysia  
Postal Address: P.O. Box 10122  
50704 Kuala Lumpur, Malaysia  
P +603 2034 9888  
F +603 2694 5758/+603 2694 5759

mpigeneralirun.com

Kuala Lumpur – My First Run Clinic has been featuring experts who offer tips and techniques on fitness and running to its participants or to all interested in community run. Happening every Saturday from 7:30am at the Sri Hartamas playground along Jalan Sri Hartamas 1, the two-month programme comprises sessions that the local community can attend to train with seasoned runners and deepen their knowledge about the recreational activity.

One of the featured speakers is Mark John Williams, the Head Coach of this year's Standard Chartered KL Marathon. This year marks the seventh that he has assumed this role. Williams is also an ambassador for Adidas Malaysia.

Williams raced internationally for Hong Kong for many years and once held both the Hong Kong Half Marathon and 15K National Records. While he still enjoys running, he does so less competitively nowadays, preferring to focus his commitment on coaching.

Williams was featured on two Saturdays in the two-month programme, giving relevant information on running techniques in his first session and sharing insights on sports psychology in his second.

On the speakers roped in for My First Run Clinic, Project Leader Jayne Liew remarked: *"We are fortunate to get these speakers because they are experts in their respective fields. They are also passionate about running as a sport. We gathered that this passion drives them to learn more and broaden their knowledge."*

*"Running is one of the most most fuss-free and sustainable activities for a healthy lifestyle, but you have to do it correctly. To quote Mark, 'It is one of the best ways to get fit and to lose weight. However, we want to do this without getting ourselves injured or hurt in any way.' You should have the right shoes, warm up and down, and decide what to include in your running kit."*

To date, My First Run Clinic has featured Cardiology Specialist Dr Effarezan Abdul Rahman and Clark Hatch Fitness Center Coach Oon Kian Khong. Upcoming sessions will feature Jamie Pang, a regular reviewer of running shoes and gears, and Wan Yew Leong, the Managing Director of Runners Malaysia who will speak about "running as a sustainable healthy recreational activity – what you can do about it". For more information, visit <http://www.mpigeneralirun.com/firstrun.htm>.

My First Run Clinic is open to the general public. It serves as the perfect platform for amateur runners of MPI Generali Run to prepare themselves for the race, taking place at Padang Merbuk on 10 January 2016.

## **MPI GENERALI INSURANS BERHAD**

MPI Generali Insurans Berhad (“MPI Generali”), formerly known as Multi-Purpose Insurans Bhd, is a strategic partnership between Multi-Purpose Capital Holdings Berhad, which is a wholly owned subsidiary of MPH Capital Berhad, a public-listed company, and Assicurazioni Generali S.p.A., one of the largest global insurance providers with a rich heritage going back to 1831. MPI Generali Insurans Berhad’s core business is underwriting of general insurance.

## **MPI GENERALI RUN 2016**

Back for the fifth year, MPI Generali Run 2016 (formerly known as Multi-Purpose Insurans Run) kickstarts the Malaysian running calendar on 10 January 2016. This annual community run will once again take place at Padang Merbuk, Jalan Parlimen, KL. MPI Generali is proud to position itself as the pioneer general insurer in organising a community-based run in Malaysia in 2012. The inaugural event successfully gathered 3,750 runners, and for the second and third years in 2013 and 2014 respectively, 5,000 runners participated – an increase of 33% from the inaugural run.

MPI Generali Run’s theme of Healthy Lifestyle – Work-Life Balance strikes a timely chord for modern lives. The Run’s objective is to inspire a love for running among members of the community.

The sponsors and partners for MPI Generali Run 2016 include New Balance (Official Apparel), Revive Isotonic (Official Isotonic), Pacific Regency (Hotel Partner), Running Malaysia (Media Partner – Magazine), Gleneagles Kuala Lumpur (Medical Partner), Affin Hwang Capital, BP Healthcare Group, Mamee, Sworke, Magnum, Nestlé Fitness, Nestlé Milo, Pilatique, Garmin, KT Tape, Leong Adjustment Sdn. Bhd., Massimo, Penyelarasan Angkasa Sdn Bhd, Simply Juice and Sugar Kid Malaysia.

## **MY FIRST RUN CLINIC**

The concept of My First Run Clinic came about from the wish to help individuals who are not runners to take up the sustainable recreational activity.

My First Run Clinic aims to improve the participants’ health, cardiovascular fitness and BMI measurements as well as contribute to their weight loss within a two-month programme.

Each session usually starts with a 3km run loosely based on a Beginner’s Running Program by the New York Road Runners ([www.nyrr.org](http://www.nyrr.org)). Selected sessions feature talks on fitness and running given by guest speakers.

---

**APPENDIX: PHOTOS OF EXTERNAL SPEAKERS AND MY FIRST RUN CLINIC'S FIRST SESSION**



File name: DR EFFA ABDUL RAHMAN

Caption: Cardiologist specialist Dr Effarezan Abdul Rahman giving a talk on knowing yourself as a runner



File name: MARK JOHN WILLIAMS

Caption: Mark John Williams (centre) posing with My First Run Clinic participants after his talk



File name: OON KIAN KHONG

Caption: Fitness Coach Oon Kian Khong (left) showing how to build core muscles for running



File name: MFRC#1-GROUP PHOTO

Caption: Runners at the first session of My First Run Clinic for MPI Generali Run 2016, wearing the running vest specially designed for the participants