

11.12.2015
PRESS RELEASE

MPI Generali celebrates countdown with sponsors and partners

- Cocktail at Cristallo Restaurant, Pacific Regency Hotel
- Sponsors and partners treated to retrospective catwalk and appreciation
- Unveiled: Pandanus bookmark for Project Good Deeds donors

Kuala Lumpur – MPI Generali Insurans Berhad held a 30 Days Countdown Cocktail for its annual community run at Pacific Regency Hotel yesterday. Run sponsors and partners as well as members of the media packed Cristallo Restaurant to build momentum for MPI Generali Run 2016, the fifth run organised by the general insurer.

The attendees were treated to a retrospective catwalk that featured all five runner T-shirts that had been printed for the Run, each corresponding to one of the five colour blocks in the Run logo. Sponsors and partners were formally recognised for their support of the Run in an appreciation plaque presentation ceremony. Some of these sponsors have been with the Run since its debut in 2012.

The new MPI Generali CEO Mr Oliver Tan shared his enthusiasm about the upcoming Run in his welcome address: *“We have attracted many supporters with or without running background, colleagues, corporations, and sponsors and partners like yourselves. Through these five years, we have established a base of loyal followers, and we want to show our appreciation of their loyalty with MPI Generali Run 2016.*

“It is going to be bigger, bolder and brighter. This is the Run where the fun comes in family sizes. We want our followers to make it their family day. We want you to make it your family day.”

The list of sponsors and partners for MPI Generali Run 2016 includes 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.

The token of appreciation for donors of the third Project Good Deeds was also unveiled at the cocktail: the Pandanus bookmark. Made from pandanus leaves, the bookmark bears the weave patterns based on the indigenous Mah Meri latch weaving of a traditional pouch.

The amount of work that goes into the making of one bookmark gives the token a special touch. Donors will receive the bookmark in acknowledgment of their donation of sports shoes and T-shirts to Project Good Deeds, which is set to benefit another four Orang Asli kampungs this time.

What does the Organiser have in store for the community in MPI Generali Run 2017? The Organising Committee assured supporters and followers of the Run that they would be the first to know once plans could be finalised. If you are interested in becoming a sponsor, partner or corporate supporter of future MPI Generali Runs, kindly get in touch with Natalie Hau at +603 2034 9888 Ext: 7807 or natalie_hau@mpigenerali.com.

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)
8th 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

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 MPHB 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 or MPIB 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, third and fourth years between 2013 and 2015 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.

Pre-race day running clinic sessions are organised for new and seasoned runners to familiarise themselves with the run routes and to encourage first-time runners to take up running as a sustainable recreational activity.

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.

PROJECT GOOD DEEDS

Project Good Deeds is the corporate social responsibility initiative that has complemented MPI Generali Run since 2014. The project collects pre-loved sports shoes and T-shirts to be donated to the Orang Asli community. The number of beneficiaries has increased from two settlements to four.

The past six beneficiaries of Project Good Deeds are Kampung Orang Asli Bakok, Kampung Orang Asli Bukit Damar, Kampung Orang Asli Bukit Jenuk, Kampung Orang Asli Sungai Lalang, Kampung Orang Asli Sungai Mai and Kampung Orang Asli Ulu Yam.

The present Project Good Deeds will benefit Kampung Orang Asli Air Terentang, Kampung Orang Asli Bukit Baja, Kampung Orang Asli Tanjung Rampai and Kampung Orang Asli Ulu Tual Pos Sinderut.

Collection for Project Good Deeds will be made at the Fellowship Run at Sri Hartamas playground on 12 December 2015, during the Race Entry Pack Collection days and on the Race day itself (before and after the Race).

APPENDIX: PHOTOS OF EVENT



File Name: Snr Mgmt with models

Caption: Senior management of MPI Generali Insurans Berhad posing with the models in the retrospective catwalk that featured all runner T-shirts of MPI Generali Run.



File Name: Snr Mgmt with sponsors

Caption: Sponsors and partners of MPI Generali Run 2016 gathered for a photo opportunity at the 30 Days Countdown Cocktail.
