

01.12.2016
PRESS RELEASE

MPI Generali to host “royal” countdown to 2017 Run

- Showcase of “royalties” at Pacific Regency Hotel on 8 December 2015 from 4:00pm
- Guestlist includes sponsors, partners and members of the media

Kuala Lumpur – A showcase of royalties awaits the guests of MPI Generali Insurans Berhad’s 30 Days Countdown to Race Day on 8 December 2016.

To be held at Cristallo Restaurant, Pacific Regency Hotel Suites, the countdown to MPI Generali Run 2017 will tap on the 5km Fun Run’s Cosplay Theme, Prince & Princess.

Besides building momentum to the Run that kickstarts the local running calendar, the event shows appreciation to sponsors and partners for their contribution to the Run. The sponsors and partners include New Balance (Official Apparel), 100 Plus (Official Isotonic), Pacific Regency (Hotel Partner), Running Malaysia (Media Partner – Magazine), KPJ Healthcare (Medical Partner), Affin Hwang Capital, BP Healthcare Group, Mamee, 2XU, Magnum, Nestlé Fitnesse, Nestlé Milo, Pilatique, Garmin, Leong Adjustment Sdn. Bhd., Massimo and Simply Juice.

MPI Generali Run 2017 will be the sixth annual community run held by the general insurer at Padang Merbok, a scenic city route that offers runners a challenging hilly terrain to tackle.

The carnival introduced in the previous Run will be brought back. Together with the cosplay theme of the Fun Run, these elements underscore the Run’s family day concept and encourage community bonding among the participants from all walks of life.

Also returning is Project Good Deeds, the annual CSR initiative that complements the Run and promotes environmental sustainability. The recycling programme seeks to reduce the impact caused by solid waste on the environment by collecting used sports shoes and tees from participating runners. The shoes and tees are donated to the indigenous Orang Asli communities, 70% of which live in poverty.

Members of the media are invited to join the Countdown. To register attendance or for enquiries kindly get in touch with Natalie Hau at +603 2034 9888 Ext: 7807 or natalie_hau@mpigenerali.com by 5 December 2016.

Please visit mpigeneralirun.com for more details.

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.

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MPI GENERALI RUN

MPI Generali Run is an annual run designed to help the community get healthier together. Kickstarting the local running calendar since 2012, MPI Generali Run has established a reputation as a well-organised and punctual event with well-designed run routes as well as a strong following comprising both new and seasoned runners.

MPI Generali Insurans is proud to position itself as the pioneer general insurer in organising a community-based run in Malaysia and including the run in its CSR programme.

The theme of Healthy Lifestyle – Work-Life Balance remains a relevant theme in today's hectic and more sedentary lives.

MPI Generali Run 2017 is the sixth in the general insurer's run series and will take place on 8 January 2017 at Padang Merbok, Jalan Parlimen, Kuala Lumpur. Its sponsors and partners include New Balance (Official Apparel), 100 Plus (Official Isotonic), Pacific Regency (Hotel Partner), Running Malaysia (Media Partner – Magazine), KPJ Healthcare (Medical Partner), Affin Hwang Capital, BP Healthcare Group, Mamee, 2XU, Magnum, Nestlé Fitnesse, Nestlé Milo, Pilatique, Garmin, Leong Adjustment Sdn. Bhd., Massimo and Simply Juice.

PROJECT GOOD DEEDS

Project Good Deeds collects pre-loved sports shoes and tees to be donated to the Orang Asli community. As a corporate social responsibility initiative that has complemented MPI Generali Run since 2014, it seeks to promote environmental sustainability through recycling and provide an avenue for Run participants to contribute back to the environment and community.

To date, Project Good Deeds has donated 723 pairs of sports shoes and 2,772 pieces of tees to 10 kampungs, namely Kampung Orang Asli Bakok, Kampung Orang Asli Bukit Damar, Kampung Orang Asli Bukit Jenuk, Kampung Orang Asli Sungai Lalang, Kampung Orang Asli Sungai Mai, Kampung Orang Asli Ulu Yam, Kampung Orang Asli Air Terentang, Kampung Orang Asli Bukit Baja, Kampung Orang Asli Tanjung Rampai and Kampung Orang Asli Ulu Tual Pos Sinderut.

This time round, Project Good Deeds will benefit Kampung Orang Asli Bakar Leleh Bumbang, Pulau Carey, Selangor; Kampung Orang Asli Pulau Carey, Selangor; Kampung Orang Asli Batu Semenyih, Selangor; and Kampung Orang Asli Sebir, Negeri Sembilan.