



Media Release

For immediate release 6<sup>th</sup> January 2014

## ***With the blast of air horns, the 1<sup>st</sup> wave of runners started their quests for the 12km top positions***

**Kuala Lumpur, 6 January 2014**

On Sunday 5 January 2014, Padang Merbuk, Kuala Lumpur was again transformed into a carnival ground with more than 5,002 runners and their family members joining the 1<sup>st</sup> Sunday community run of 2014!

It was certainly a healthy start to Year 2014 and in the breakfast pack, participants were happy to find 2 mandarin oranges reminding them that the Chinese Lunar New Year holiday is just around the corner.

Back for the 3<sup>rd</sup> year, MPIB Run 2014 started the New Year with a “Healthy Lifestyle-Work Life Balance” resolution by warming up to a vigorous aerobic conducted by Pilatique. Many arrived as early as 5:00 a.m. to get a good spot in front of the stage to follow every step of the instructors.

It was also an opportunity for runners to donate their pre-loved running or sports shoes to the Orang Asli Community. Since the Launch of “Project Good Deed Shoes 2014” on 6<sup>th</sup> December 2013, 195 pairs of shoes were collected before Race Day. On Race Day, a total of 54 pairs were collected and in total, the collection amounted to 249 pairs.

This year, we are happy to have familiar as well as new faces claiming winners’ title. It was indeed an encouraging response from the community, seeing an increase of participation in the Run. The 12 km Men categories were the 1st to be flagged off at 7:00 a.m. sharp followed by other categories of the Run.

Apart from the serious running categories, there was also 3KM Fun Walk category for those who prefer breeze walking and many family members and friends of the Runners registered to join in the fun. Many of them came as supporters for the Runners and took the opportunity to have an early morning walk. Overall, the 10 categories’ Run was not only participated by the public, but also by employees & business associates of MPIB and the main & co-sponsors of the Run.

30 out of 5,002 participants are students from Sunway University, Taylor’s University and Tunku Abdul Rahman University College whom are selected beneficiaries of Alliance Bank Malaysia Berhad, New Balance and MPIB sponsorship-entrance fees to MPIB Run 2014, Alliance Bank Debit Mastercard and New Balance running gears, attire & shoes.

80 top runners from the 8 competitive categories walked away with prizes sponsored by New Balance; product vouchers and caps, Revive Isotonic; isotonic drinks for the top 3 runners, Pilatique private classes and 1 month Pilates unlimited group mat classes for the Champions and KT Tape for all winners.





The top 3 winners in the 8 categories are:-

**Category A: Men Open (12KM)**

| <b>Position</b>           | <b>Name</b>                      | <b>Gun Time</b> |
|---------------------------|----------------------------------|-----------------|
| Champion                  | Venugopal Rejendran              | 00:41:58:68     |
| 1 <sup>st</sup> Runner Up | Nik Fakaruddin Bin Ismail        | 00:42:01:49     |
| 2 <sup>nd</sup> Runner Up | Lili Suhairi Bin Md Yang Ghazali | 00:43:59:81     |

**Category B: Men Veteran Open (12KM)**

| <b>Position</b>           | <b>Name</b>              | <b>Gun Time</b> |
|---------------------------|--------------------------|-----------------|
| Champion                  | Mark John Williams       | 00:42:20:92     |
| 1 <sup>st</sup> Runner Up | Casey Lim Khon Seng      | 00:42:30:12     |
| 2 <sup>nd</sup> Runner Up | Prabakharan A/L Madhavan | 00:42:53:21     |

**Category C: Men Senior Veteran Open (12KM)**

| <b>Position</b>           | <b>Name</b>      | <b>Gun Time</b> |
|---------------------------|------------------|-----------------|
| Champion                  | Khair Bin Salleh | 00:44:06:84     |
| 1 <sup>st</sup> Runner Up | M. Ramakrishnan  | 00:44:42:39     |
| 2 <sup>nd</sup> Runner Up | Khor Ngee Leong  | 00:48:07:49     |

**Category D: Women Open (12KM)**

| <b>Position</b>           | <b>Name</b>           | <b>Gun Time</b> |
|---------------------------|-----------------------|-----------------|
| Champion                  | Sheela A/P Samivellu  | 00:49:14:90     |
| 1 <sup>st</sup> Runner Up | Noor Amelia Musa      | 00:50:25:26     |
| 2 <sup>nd</sup> Runner Up | Michele Tan Bee Kiang | 00:52:09:33     |

**Category E: Women Veteran Open (12KM)**

| <b>Position</b>           | <b>Name</b>          | <b>Gun Time</b> |
|---------------------------|----------------------|-----------------|
| Champion                  | Emilia Binti Jamil   | 00:57:44:70     |
| 1 <sup>st</sup> Runner Up | Annie Lee Khum Chiew | 00:58:05:32     |
| 2 <sup>nd</sup> Runner Up | Lim Hooi Kheng       | 00:58:37:32     |

**Category F: Women Senior Veteran Open (12KM)**

| <b>Position</b>           | <b>Name</b>     | <b>Gun Time</b> |
|---------------------------|-----------------|-----------------|
| Champion                  | Susan Khoo      | 00:55:03:35     |
| 1 <sup>st</sup> Runner Up | Yasuko Hosotani | 00:57:11:36     |
| 2 <sup>nd</sup> Runner Up | Lian Bee Hoon   | 01:01:03:28     |

**Category G: Men Open (8KM)**

| <b>Position</b>           | <b>Name</b>            | <b>Gun Time</b> |
|---------------------------|------------------------|-----------------|
| Champion                  | Ahmad Luth Bin Hamizan | 00:24:29:96     |
| 1 <sup>st</sup> Runner Up | Shaharudin Hashim      | 00:24:49:00     |
| 2 <sup>nd</sup> Runner Up | Murali A/L Muniandy    | 00:24:59:80     |





#### **Category H: Women Open (8KM)**

| <b>Position</b>           | <b>Name</b>     | <b>Gun Time</b> |
|---------------------------|-----------------|-----------------|
| Champion                  | Loh Chooi Fern  | 00:30:11:85     |
| 1 <sup>st</sup> Runner Up | Kim Khoo        | 00:33:37:81     |
| 2 <sup>nd</sup> Runner Up | Chen Shiuh Woei | 00:34:01:75     |

Apart the 8 competitive categories, 5 lucky runners from the 5 KM categories who had a lucky number card ending with the digit '8' walked away with lucky prizes while 2 fancy dress runners were rewarded for their effort.

The Organizing Committee Leader, Ms. Jayne Liew from MPIB said "We would like to thank all runners, main sponsors, co-sponsors, the Organizing Committee, Volunteers and all those involved in the Run for making the Run a success and congratulations to all winners from the eight categories as well as the lucky winners from the 5km fun walk and kudos to the Fancy Dress Runners for adding more colours to the carnival. We would also like to express our gratitude to all donors of pre-loved shoes for taking the trouble and for their generosity. We look forward to their participation in the Multi-Purpose Insurans Run 2015 on 4 Jan 2015. See you again on the 1st Sunday of 2015!"

~ END ~

#### **For further information, please contact:**

##### **Multi-Purpose Insurans Bhd**

Jayne Liew, Marketing & Corporate Communications  
+6018 201 8818 | +603 2034 9859 | [jayne\\_liew@mpib.com.my](mailto:jayne_liew@mpib.com.my)

#### **MPIB Run technical information / assistance, please contact:**

Wan Yew Leong  
Runners Malaysia  
+6019 35609031 | [wanyewleong@gmail.com](mailto:wanyewleong@gmail.com)

#### **Note to Editors:**

For more information on the MPIB Run 2014, please refer to:  
<http://www.mpibrun.com.my/> and <http://www.facebook.com/MPIBRun>.

#### **About Multi-Purpose Insurans Bhd**

**Multi-Purpose Insurans Bhd, a Malaysian general insurance company (MPIB)**, is a wholly-owned subsidiary of Multi-Purpose Capital Holdings Bhd, which in turn is a wholly-owned subsidiary of MPHB Capital Berhad ("MPHB Capital"), a public listed company. MPHB Capital was incorporated in 2012 and listed on the Bursa Malaysia Securities Berhad on 28<sup>th</sup> June 2013. MPIB obtained its license from Bank Negara Malaysia under the Insurance Act 1996 and provides innovative general insurance products and services customized to individuals and corporate





customers. MPIB has a network of 12 branches strategically located in major towns in East and West Malaysia. Apart from the branch network, it is supported by an agency force of 1,200 agents nationwide.

### **About MPIB Run**

Back for the 3<sup>rd</sup> year, the MPIB Run 2014 kick started the Running Calendar on the 1<sup>st</sup> Sunday of the year. This community run was host to 5,002 participants at the Padang Merbuk, Jalan Parlimen.

MPIB is proud to position itself as the pioneer general insurer in organising a community based public run in Malaysia in 2012. The inaugural event successfully gathered 3,750 runners and for the 2<sup>nd</sup> year in 2013, 5,000 runners participated; an increase of 33% from 2012. On top of that, the registration was closed 3 weeks earlier than the official closing date on 7<sup>th</sup> December 2012. MPIB hopes this is reflective of a growing community adopting a healthy lifestyle and, hence, the event is themed “Healthy Lifestyle – Work Life Balance”, aiming to suit to the community from all walks of life.

During the weeks leading up to the Run on 5<sup>th</sup> January 2014, MPIB scheduled 12 “My First Run Clinic” for interested runners or new runners taking baby steps to the world of running. The clinic included health and fitness related talks to furnish runners with fitness knowledge and to prepare them for the Run on Sunday, 5<sup>th</sup> January 2014.

The main sponsors were; New Balance and Alliance Bank Malaysia Berhad and co-sponsors were; BP Healthcare group, Gleneagles Kuala Lumpur, Hwang Investment Management, Leong Adjusters, KT Tape, Magnum, Mamee, Massimo, Nestle Fitness, Nestle Ice-Cream, Nestle Milo, Penyelarasan Angkasa, Pilatique, Revive Isotonic, Safeguard G4S Sdn Bhd, Simply Juice and Tags Spine & Joint Specialists (Tonik Asia).

### **About our main sponsors**

**New Balance Malaysia** has the following mission: Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host. We are committed in growing running community, making Malaysians to be more active and healthy. At New Balance, we Make Excellent Happen!! To learn more about how New Balance Makes Excellent Happen, please visit <http://www.newbalance.com>.

**Alliance Bank Malaysia Berhad** is a dynamic, integrated banking group offering end-to-end financing solutions through its consumer banking, business banking, Islamic banking, investment banking and stock broking businesses as well as unit trust and asset management, having served the financial community over the past five decades. The banking group is involved in the provision of financial services through its principal subsidiaries, Alliance Bank Malaysia Berhad, Alliance Investment Bank Berhad, Alliance Investment Management Berhad and Alliance Islamic Bank Berhad. It provides easy access to its broad base of customers throughout the country via multi-pronged delivery channels which include retail branches, Alliance Personal branches, Privilege Banking Centres, Islamic Banking Centres, Business Centres, Investment Bank branches, direct marketing offices and unit trust agent offices located nationwide.

### **About “Project Good Deed Shoes 2014”**

The Project Good Deed Shoes 2014 was launched on 6<sup>th</sup> December 2013. Pre-loved/used running, sports which are clean and wearable would be donated to the Orang Asli/ Indigenous community of Malaysia. For a start, 2 such communities were identified and they are from Sungai Lurah, Ulu Yam and Bukit Tunggul, Dengkil, Selangor.

This Corporate Social Responsibility (CSR) Project came about from regular runners at the My First Run Clinics who shared that they replace their running shoes after clocking 800 to 1,000 km to avoid injuries and most of these shoes





are still in good condition. Instead of throwing them, they rather do a good deed by donating them to the Orang Asli community who mostly go bare footed in their daily chores.

Runners were encouraged to drop their pre-loved running shoes or any sports shoes in clean and still good condition at the My First Run Clinic on 21st December 2013 at the Padang Merbuk car park and when they collect their Race Entry Pack from 27<sup>th</sup> to 29<sup>th</sup> December 2013 at the OCM Training Hall, OCM Indoor Sports Centre, Wisma OCM, Jalan Hang Jebat.

Dated: 06 January 2014

