



## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

#### **Preparation Begins for Runners!**

*Multi-Purpose Insurans 2014 Run prepares 1<sup>st</sup> time and seasoned runners  
for the 5<sup>th</sup> January 2014 Race*

**Kuala Lumpur, 10 October 2013** – Back for the 3<sup>rd</sup> year, the Multi-Purpose Insurans Run (MPIB Run), a community run event kicks start the “My First Run Clinics” with a talk on “Basic Fitness – Running as a sustainable healthy recreational activity for all” next Saturday, 19<sup>th</sup> October 2013 for new and seasoned runners at the Padang Merbuk Car Park, Jalan Parlimen in preparation for the Race on 5<sup>th</sup> January 2014.

The concept of My First Run Clinic is to help individuals who are now not running to take up running as a sustainable healthy recreational activity. Runners Malaysia will be conducting the 2 months programme commencing on 19 October and ending with a fellowship and trial run on 21 December 2013. All the Clinics will be held on Saturdays at 7:30 a.m. and on certain Saturdays after the run, invited speakers and among them, Mr. Mark Williams, Standard Chartered KL Marathon Head Coach will share running tips, strength training, correct running shoes, fitness & performance.

MPIB Run 2014 is expecting 5,000 runners which reflect a 33% growth from its 3,750 runners at its inaugural run in 2012.

The theme, “Healthy Lifestyle – Work Life Balance” has been maintained to continue to encourage 1<sup>st</sup> time and seasoned runners to kick start the new year with living a healthy lifestyle as their new year resolution.

This 3<sup>rd</sup> run will again be held at the Padang Merbuk with 8 competitive categories i.e. 4 categories each for the 12KM and 8KM and 2 Fun Run categories of 5KM. A 3 KM walk is being planned for the Runners’ family members who wish to join in.





MPIB Run is again made possible by main sponsors; Alliance Bank Malaysia Berhad and New Balance as well as a host of co-sponsors.

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**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 is a Malaysian general insurance company** and a wholly owned subsidiary of Multi-Purpose Capital Holdings Berhad (a subsidiary of Multi-Purpose Holdings Berhad (MPHB), which is a public listed company in Malaysia). 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. Multi-Purpose Insurans Bhd 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 kicks start the Running Calendar on the 1<sup>st</sup> Sunday of the year and for 2014, it is scheduled to take place on 5 January 2014. This community run will host 5,000 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 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 January 2014, MPIB have scheduled 12 “My First Run Clinic” for interested runners or new runners taking baby steps to the world of running. The clinic also includes health and fitness related talks to furnish runners with fitness knowledge and to prepare them for the Run on Sunday, 5 January 2014.

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