



PRESS RELEASE

FOR IMMEDIATE RELEASE

30 Days Countdown to MPIB Run 2015 has been postponed to 12 December 2014

Kuala Lumpur, 3 December 2014 – Following the postponement of its annual community run, Multi-Purpose Insurans Bhd (“MPIB”) will hold the 30 Days Countdown to Race Day on 12 December 2014 instead of 5 December 2014 as originally scheduled. The Cocktail Event’s venue remains at Pacific Regency Hotel Suites. MPIB Run 2015 has been postponed in support of the Kuala Lumpur City Hall’s “1st Sunday Kuala Lumpur Car Free Morning”, which will be held on 4 January 2015.

The Countdown will still kick off with the launch of “Project Good Deeds”, under which participants of the MIPB Run 2015 get a chance to bring their pre-loved, clean and still wearable sports shoes and tee shirts out of “retirement” for a good cause: to be donated to the Orang Asli community.

“Project Good Deeds” is the continuation and expansion of the earlier “Project Good Deed Shoes”, in which MPIB collected 249 pairs of sports and running shoes for two Orang Asli settlements. The project also provides an avenue through which MPIB Run participants can inculcate the habit of reusing, one of the 3 R’s of sound environmental management.

Ms. Jayne Liew, Project Leader explains, “The initiative took its cue from the regular runners at the “My First Run Clinic” sessions who shared about their frequent replacements of running shoes to maintain performance, even though the replaced shoes were still in good condition. After 800KM, the sport shoes may lose their effectiveness as performance enhancer, but not their effectiveness as basic necessity.”





Runners keen to contribute to the project may do so at the last “My First Run Clinic” session-cum-fellowship run on 20 December 2014 at Padang Merbuk Car Park; during the Race Entry Pack collections between 27 and 28 December 2014 at Lot 10 Shopping Centre’s Sports Hub (3rd Floor) and on 10 January at Padang Merbuk Car Park; and on 11 January 2015, the Race Day itself.

Despite the setback, MPIB Run will aspire to its claim of being a community run for all ages, backgrounds and fitness levels. To be held again at the Padang Merbuk, the 4th MPIB Run will have 6 competitive categories, namely 3 categories each for the 12KM and 9KM (a new challenge for those who participated in the 8KM distance of the previous Run). There will also be 2 Fun Run categories of 5KM, while runners’ family members and friends who prefer something “lighter” can opt to join the 3KM walk.

MPIB Run 2015 is supported by a host of sponsors and partners including New Balance (Official Apparel), Revive Isotonic (Official Isotonic), Pacific Regency Hotel Group (Official Hotel) and Running Man (Official Media – Magazine).

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Note to Editors:

For more information on the MPIB Run 2015, 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 June 2013. MPIB obtained its licence 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.

About MPIB Run

Back for the 4th year, the MPIB Run 2015 kickstarts the Malaysian running calendar on 11 January 2015. This annual community run will once again take place 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 2nd and 3rd years in 2013 and 2014 respectively, 5,000 runners participated – an increase of 33% from 2012 inaugural run. 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 the community from all walks of life.

During the weeks leading up to the Run, MPIB has scheduled 8 “My First Run Clinic” sessions for new and interested runners taking baby steps in the world of running. The sessions also include health and fitness related talks to furnish runners with fitness knowledge and to prepare them for the Run on Sunday, 11 January 2015.
