



PRESS RELEASE

FOR IMMEDIATE RELEASE

MPIB RUN 2015 ***30 Days to Race Day***

Kuala Lumpur, 9 December 2014 – Multi-Purpose Insurans Bhd (“MPIB”) will be counting down the 30 days to its Race day at Pacific Regency Hotel Suites on 12 December 2014. The cocktail event will also be the launch pad for Project Good Deeds, an initiative that collects pre-loved sports/running shoes and tee shirts for the Orang Asli community.

The Countdown is shelved for a week following the postponement of MPIB Run 2015 in support of the KL City Hall’s “1st Sunday Kuala Lumpur Car Free Morning”. However, it has not dented MPIB’s excitement for its upcoming Race. Project Leader Ms. Jayne Liew shares her thoughts, “The Countdown event allows us to keep building the momentum besides providing members of the media a good platform to find out more about us and our annual community Run.”

On how Project Good Deeds was conceived, Ms. Jayne offers this brief history, “The project came about following the feedback of our Runs’ participants, who replaced their shoes regularly for the maintenance of their performance. Project Good Deeds allows its runners to reduce waste and practise reusing by donating their still wearable shoes and tee shirts to the indigenous minority community.”

Project Good Deeds is preceded by Project Good Deed Shoes, which collected 249 pairs of shoes for 2 Orang Asli settlements. With the doubling of the beneficiaries to 4 settlements in Project Good Deeds, MPIB hopes the number of donors and collected items would increase.





MPIB Run 2015 will be the 4th Run organised by the general insurer with the support of 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.

