



**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

***Registration is closed for the 1<sup>st</sup> Sunday Run of 2015***

**Kuala Lumpur, 17 November 2014** – Registration for Multi-Purpose Insurans Berhad (“MPIB”) Run has closed on Sunday 16 November 2014, 14 days before the Official Registration Closing date of 30 November 2014. A total of 5,000 runners will gather at the Padang Merbuk on 4 January 2015 to begin the new year with a healthy run in the crisp and fresh morning air.

Returning for its 4<sup>th</sup> year, the community based run features an increased number of lady runners in the 12KM categories compared to the previous Run, something MPIB Run Project Leader Ms. Jayne Liew finds encouraging. “I am thrilled to see that more ladies are taking up running competitively and as part of their keep-fit activity”.

Similar to the previous run, MPIB Run 2015 caps the number of its runners at 5,000 people to ensure better safety management at the Padang Merbuk and is themed “Healthy Lifestyle – Work Life Balance” in line with its vision of presenting an active, well-adjusted way of life via one of the most basic exercise routines. One notable difference this year is the 9KM distance. Ms. Jayne Liew elaborates, “Many new runners have joined and we are definitely seeing many familiar faces at the Run. With the new 9KM distance, we are certain those who ran the 8KM in the 2014 Run will be able to ease themselves into the new and exciting challenge.”

MPIB Run is not only for seasoned runners. To draw more beginners into the joy of running, the general insurer organises 8 “My First Run Clinic” sessions to give them a general introduction to running “mechanics”. Held every Saturday until 20 December 2014 at the Padang Merbuk Car Park, these sessions are complemented with talks from experts on health, fitness and running to further equip the first-timers with tips and proper techniques that they may not injure themselves.



MPIB Run is inviting volunteers to help out in the preparation and smooth running of the event. Those who are interested may find out more from the official MPIB Run website [www.mpibrun.com.my](http://www.mpibrun.com.my) and Facebook page [www.facebook.com/MPIBRun](http://www.facebook.com/MPIBRun), or via email from [inquiry@mpibrun.com.my](mailto:inquiry@mpibrun.com.my).

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<sup>th</sup> 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 4<sup>th</sup> year, the MPIB Run 2015 kickstarts the Malaysian running calendar on the 1<sup>st</sup> Sunday of the year and for 2015, it is scheduled to take place on 4<sup>th</sup> January 2015. 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> and 3<sup>rd</sup> 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 to the community from all walks of life.

During the weeks leading up to the Run, MPIB have 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, 4<sup>th</sup> January 2015.

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