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PRESS RELEASE

MPI Generali aims to reduce environmental impact with Project Good Deeds

- CSR initiative collects pre-loved sports shoes and tees to reduce solid waste impact on environment
- Aimed at encouraging recycling among MPI Generali Run participants
- Five collections will be made for the Orang Asli community

Kuala Lumpur – MPI Generali Insurans Berhad continues to promote environmental sustainability with the return of Project Good Deeds, the annual CSR initiative that complements MPI Generali Run.

Debuted as Project Good Deeds Shoes in MPI Generali Run 2014, the CSR initiative seeks to reduce the impact of solid waste on the environment by recycling still wearable shoes and tees from the Run's participants.

To maintain their performance and avoid injuries, runners are advised to replace their running shoes frequently – usually after the shoes have been run in for 800 kilometres. However, the shoes can still serve for other purposes like walking.

Project Good Deeds will donate the collected shoes and tees to the indigenous Orang Asli communities, 70% of which still live in poverty.

Project Good Deeds started collecting run tees in its second year. Project Leader Jayne Liew commented: *“Every year billions of tonnes of solid waste like clothing end up in landfills, impacting the environment, and the figure continues to rise. Our project promotes environmental sustainability by collecting pre-loved shoes and tees from runners and donating them to the Orang Asli communities. We call upon our runners to take this opportunity to help support our project while they get healthier together.”*

There will be five Project Good Deeds collection:

- Graduation Run 10 December 2016 at Sri Hartamas large playground
- Race Entry Pack collection from 5 to 7 January 2017 at Sports Hub, Lot 10
- Race day itself 8 January 2017

To date, Project Good Deeds has donated 723 pairs of sports shoes and 2,772 pieces of T-shirts to 10 kampungs, namely Kampung Orang Asli Bakok, Kampung Orang Asli Bukit Damar, Kampung Orang Asli Bukit Jenuk, Kampung Orang Asli Sungai Lalang, Kampung Orang Asli Sungai Mai, Kampung Orang Asli Ulu Yam, Kampung Orang Asli Air Terentang, Kampung Orang Asli Bukit Baja, Kampung Orang Asli Tanjung Rampai and Kampung Orang Asli Ulu Tual Pos Sinderut.

This time round, Project Good Deeds will benefit Kampung Orang Asli Bakar Leleh Bumbang, Pulau Carey; Kampung Orang Asli Pulau Carey, Selangor; Kampung Orang Asli Batu Semenyih, Selangor; and Kampung Orang Asli Petai Gua Musang, Kelantan.

Please visit mpigeneralirun.com for more details.

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MPI GENERALI INSURANS BERHAD

MPI Generali Insurans Berhad (“MPI Generali”), formerly known as Multi-Purpose Insurans Bhd, is a strategic partnership between Multi-Purpose Capital Holdings Berhad, which is a wholly owned subsidiary of MPHB Capital Berhad, a public-listed company, and Assicurazioni Generali S.p.A., one of the largest global insurance providers with a rich heritage going back to 1831. MPI Generali Insurans Berhad’s core business is underwriting of general insurance.

MPI GENERALI RUN

MPI Generali Run is an annual run designed to help the community get healthier together. Kickstarting the local running calendar since 2012, MPI Generali Run has established a reputation as a well-organised and punctual event with well-designed run routes as well as a strong following comprising both new and seasoned runners.

MPI Generali Insurans is proud to position itself as the pioneer general insurer in organising a community-based run in Malaysia and including the run in its CSR programme.

The theme of Healthy Lifestyle – Work-Life Balance remains a relevant theme in today’s hectic and more sedentary lives.

MPI Generali Run 2017 is the sixth in the general insurer’s run series and will take place on 8 January 2017 at Padang Merbok, Jalan Parlimen, Kuala Lumpur.

PROJECT GOOD DEEDS

Project Good Deeds collects pre-loved sports shoes and tees to be donated to the Orang Asli community. As a corporate social responsibility initiative that has complemented MPI Generali Run since 2014, it seeks to promote environmental sustainability through recycling and provide an avenue for Run participants to contribute back to the environment and community.

To date, Project Good Deeds has contributed 723 pairs of sports shoes and 2,772 tees to 10 Orang Asli settlements.
