



PRESS RELEASE

FOR IMMEDIATE RELEASE

MPIB Run 2015 Let the countdown begin! & with a good deed too

Kuala Lumpur, 16 December 2014 – Multi-Purpose Insurans Bhd (“MPIB”) kept the excitement bubbling for its annual community Run with 30 Days Countdown to Race Day at Pacific Regency Hotel on 12 December 2014. The event was held a week later than originally scheduled following the postponement of MPIB Run 2015 in support of the Kuala Lumpur City Hall’s “1st Sunday Kuala Lumpur Car Free Morning”.

The registration for MPIB Run 2015 closed 14 days earlier than the official closing date of 30 November 2014. MPIB’s Chief Operating Officer Mr. Liew Yaw Lian said, “MPIB Run 2015 will be the 4th run organised by Multi-Purpose Insurans, but the theme remains the same: “Healthy Lifestyle – Work Life Balance”. We believe that it is as relevant today as 3 years ago as our modern lifestyles have become more sedentary while the line between work and life is disappearing. Therefore, I am gratified that the response to the Run has been enthusiastic.”

At the Cocktail event, MPIB also launched Project Good Deeds, an initiative that collects pre-loved, clean and still wearable shoes and tee shirts for the Orang Asli community. Mr. Liew continued, “Our Project Good Deed Shoes last year was well supported and many runners donated their shoes, which were given to the Orang Asli community. This year, we are doing this project slightly differently, i.e. besides shoes, Project Good Deeds also collects clean and still wearable tee shirts from our participants.” The project is set to benefit the Orang Asli community in Sungai Mai, Jerantut, Pahang; and Sungai Lalang, Semenyih; Bakok, Dengkil; and Bukit Jenuk, Dengkil, Selangor.



In his speech, Mr. Liew also dwelt on My First Run Clinic, a 2-month programme that precedes every MPIB Run with talks and get-together sessions for both amateur and seasoned runners at Padang Merbuk Car Park. The last My First Run Clinic session for the year will be held on 20 December 2014 and feature a Fellowship Run, a talk on “My First Road Race” by Runners Malaysia co-founder Mr. Wan Yew Leong and a potluck breakfast. The 1st collection for Project Good Deeds will also be made then. Mr. Liew took the opportunity to invite the media to the session, which is open to the public.

Finally, Mr. Liew warmly thanked the Run’s sponsors and partners for their invaluable support. For MPIB Run 2015, the list of sponsors and partners include New Balance, Revive Isotonic, Running Malaysia, and Pacific Regency Hotel Group; as well as Affin Hwang Capital, BP Healthcare Group, Mamee, Magnum, Nestlé Fitnessse, Nestlé Milo, Pilatique, Pinang Medical Supplies, KT Tape, Leong Adjustment Sdn. Bhd., Gleneagles Kuala Lumpur, Safeguards G4S, Simply Juice, Massimo and Penyelarasan Angkasa Sdn Bhd.

There are still weeks to go before the Race takes place at the Padang Merbuk, but the Organiser is building the excitement steadily. MPIB looks forward to organising another fun and memorable race for all its participants, who come from all ages, backgrounds and fitness levels.

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Note to Editors:

1. High-resolution photos of the event are available for download at www.mpibrun.com.my/mpi2015/album-MPIB-Run-2015.htm.
2. For more information on the MPIB Run 2015, please refer to: www.mpibrun.com.my/ and 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 customised 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.





About Project Good Deeds

Project Good Deeds is an initiative of MPIB that collects pre-loved sports/running shoes and tee shirts from the Race participants for the Orang Asli community. The items qualify for collection as long as they are clean and still wearable.

Besides donating to the community, Project Good Deeds is conceived to encourage the habit of reducing waste and reusing, 2 of the 3 R's of Environmental Practices, amongst its donors. The project started out as Project Good Deed Shoes, inspired by the feedback from MPIB Run participants on the frequency with which they replaced shoes that were still in good condition to maintain performance. The precedent collected 249 pairs of shoes for 2 Orang Asli settlements.

The collection dates for Project Good Deeds 2015 are as follows:

- 20 December 2014 at Padang Merbuk Car Park during My First Run Clinic;
- 27 and 28 December 2014 at Lot 10 Sports Hub, Lot 10 Shopping Centre during Race Entry Pack Collection;
- 10 January 2015 at Padang Merbuk Car Park during Race Entry Pack Collection (meant for outstation participants only); and
- 11 January 2015 at Padang Merbuk Car Park during the Race itself.

