



# Press release

Kuala Lumpur, 18 March, 2019

## **AXA COLLABORATES WITH YAYASAN JANTUNG MALAYSIA TO CREATE AWARENESS ON CARDIOVASCULAR DISEASE THROUGH GO RED FOR WOMEN CAMPAIGN**

AXA Affin General Insurance Berhad (AAGI) continues its commitment to empower people to live a better life by partnering with Yayasan Jantung Malaysia (YJM) in Go Red for Women campaign.

There is a common misconception that the leading cause of death for women in the world today is gender-specific diseases such as breast cancer, ovarian cancer or cervical cancer. But every year, over 8.6 million women globally die of heart disease and stroke. This is more prevalent than all cancers, tuberculosis, HIV/AIDS and malaria combined and yet most heart disease and stroke are preventable.

Mindful about the staggering statistics, Rebecca Tan, AAGI's Chief Marketing Officer and Bancassurance said, "With awareness and preventive measures, the number of cardiovascular disease can be reduced. Which is why we have partnered with YJM in Go Red for Women campaign to improve women's knowledge of cardiovascular disease so that they can take preventive action and live a healthier life. As the no.1 general insurer in Medical and Health, we want to be more than just an insurer that only pays claims. We want to be a health partner that cares for Malaysians' well-being and play an active role in empowering them to live a better life."

Go Red for Women is part of the international awareness campaign dedicated to drive prevention, diagnosis and control of cardiovascular disease in women. This partnership aims to drive a series of heart health and educational roadshows to raise awareness on cardiovascular disease and educate women about the importance of prevention and protection.

Attended by 150 female participants, the first Go Red for Women campaign was officiated by Encik Sukri bin Omar, Sentul District Officer, on 2 March 2019 at Pusat Aktiviti Perpaduan, Taman Sri Rampai. There were engagement and educational activities organised for the participants, including informative talks on heart health and insurance awareness, comprehensive health check and nutritional advice.



*AXA Affin General Insurance Berhad partnered with Yayasan Jantung Malaysia in Go Red for Women campaign to raise awareness on cardiovascular disease and educate women about the importance of prevention and protection. The campaign will be mobilised nationwide at areas where awareness is lacking with a series of heart health and educational activities planned for women.*

Go Red for Women is part of AXA's ongoing #LaughForHealth campaign to engage and give back to the local community, and at the same time encourage Malaysians to live a healthy lifestyle. #LaughForHealth campaign was activated in 2018 to advocate on the positive benefits on our health through laughter. Since the launch of the campaign, AAGI had successfully raised and contributed a total of RM 39,000 to YJM. The contribution is set aside to drive awareness on cardiovascular disease among women in particular at areas where awareness is lacking.

"We are very grateful for the generous sponsorship extended by AAGI in their continuous initiative to partner with the public on their health journey. Through close partnership and community engagement event like Go Red for Women, we are able to send a collective signal to women that they are not alone in their fight against cardiovascular disease," said Puan Hajjah Ainon Haji Kuntom, Director of YJM.

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#### About AXA Affin General Insurance Berhad

AXA Affin General Insurance Berhad was incorporated in Malaysia on July 12<sup>th</sup>, 1975 as a licensed general insurance company. It is a joint venture between AXA Asia and Affin BankBerhad, one of the leaders in Malaysia's financial services industry. Prior to that, companies that now form part of the AXA Group, operated in Malaysia for a period stretching back to 1874.

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