

# PRESS RELEASE

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## **CHOOSE YOUR COLOR AND RUN FOR YOUR CAUSE: AXA HEARTS IN ACTION RUN 2017 AIMS FOR 8,000 RUNNERS!**

AXA Affin General Insurance Berhad (AAGI) announced the launch of the **AXA Hearts in Action Run 2017**, which will take place on 24 September 2017 at MAEPS, Serdang. This is the third consecutive year in which AAGI is hosting the event. In 2016, the event was well-received with over 7,000 participants, and contributions of RM110,000 to WWF-Malaysia. This year, AAGI is aiming to make cash contributions to four (4) non-profit organisations (NGOs) in Malaysia, including: WWF-Malaysia (which was the beneficiary in 2015 and 2016), National Council of Women's Organisations (NCWO), National Kidney Foundation (NKF) and World Vision Malaysia (WVM). By participating in this event, runners will not only be able to enjoy a fun and healthy day with family and friends, but make a real difference by contributing to these organizations at the same time, as part of the proceeds will go towards supporting the various initiatives and projects by these organizations.

Participants will be able to make a strong statement proclaiming their support towards their preferred cause by choosing one of five different colored T-shirts, each representing one of the five causes:



- Green – for those who support environmental protection
- Orange – for those who support the protection of wildlife
- Yellow – for those who support healthy lifestyles and the fight against diseases
- Pink – for those who support gender equality and women's empowerment
- Blue – for those who support provide child education and the fight against child poverty



Yeap Chong Wei, GM of Marketing of WWF-Malaysia; Omna Sreeni-Ong, Hon Secretary General of NCWO; Shynta Rina Yoernal, Head of Finance of WWF-Malaysia; Rebecca Tan, Chief Marketing Officer (CMO) and Bancassurance of AAGI; Chua Hong Wee, CEO of NKF and Monica Tan, Head Resource Development of WVM, signing the memorandum of agreement

MAEPS, the venue for this year's event, is the largest agro park in Asia. Runners will be brought closer to nature and treated to beautiful landscapes along the routes. AAGI is targeting 8,000 participants and hope to raise RM150,000 in support of the five causes. The run consists of two categories:

- **12KM (Men & Women):** RM65 per runner
- **6KM (Men & Women):** RM55 per runner; **(Children aged 3-12):** RM35 per runner

AXA Hearts in Action Run 2017 partners and sponsors include Brooks, Quill City Mall, Nestle Fitnesses, AXIS Physiotherapy, Urban Health and Running Malaysia.

Registration for AXA Hearts in Action Run 2017 is now open at [www.heyjom.com/axa](http://www.heyjom.com/axa). Hurry and register today, the first 2,000 Early Birds will receive free name personalization on their running shirts!

For more information, visit our website or email [axaheartsinactionrun@axa.com.my](mailto:axaheartsinactionrun@axa.com.my). You can also follow the AXA Affin General Insurance Berhad Facebook page for latest updates.

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