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Company enters record book

Insurance and takaful provider recognised for sustainability initiative



Lew (standing, centre) and Hairul (standing fourth from left) with the top 10 #JarofDreams winners at the #AHealthierEarth event in Kuala Lumpur.

By KALAIVANI MURUGASAN
metro@thestar.com.my

SUN Life Malaysia, which comprises Sun Life Malaysia Assurance Bhd and Sun Life Takaful Bhd, secured a spot in the Malaysia Book of Records as the “Most Green Energy with Sustainability Bicycle”.

The life insurance and family takaful provider can add the feather to its cap after a year-long battle in championing healthy and sustainable living to empower Malaysians to live healthier and brighter lives.

They set the record during their three-day #AHealthierEarth event at Publika Shopping Gallery in Kuala Lumpur.

The sustainable bicycles were showcased at the company’s Brighter Lives Roadshows in shopping centres and key events throughout the year, which encouraged more than 7,000 Malaysians cycling to generate a total of 2,500Wh of electricity.

The energy generated through the bicycles was converted into RM2,750 to support HOPE Worldwide Malaysia — a charity organisation that focuses on helping the urban poor community — by contributing to the centre’s electricity costs.

At the event, Sun Life Malaysia reimbursed RM7,090 (the amount equivalent to 10 months of electricity expenses) to 10 underprivileged beneficiaries for their participation in the health programmes organised by HOPE Malaysia.

The recipients were the top 10 winners of #JarofDreams, an initiative created with

HOPE Malaysia.

They organised various workshops within the communities to empower them to live healthier lives physically and mentally.

The participants received a token for every workshop they attended and the families with the highest tokens received the reimbursement.

There were workout sessions and free health screenings for the public and health awareness programmes for the underprivileged by Sun Life Malaysia.

Sun Life Malaysia chief executive officer, president and country head Raymond Lew said as a life insurance and family takaful provider, they were committed to ensure all Malaysians had sufficient financial protection.

“This #AHealthierEarth event is the perfect encapsulation of that commitment and we hope it will inspire more Malaysians to play a proactive role in living healthier lives and safeguarding the long-term future for themselves and our planet,” he said.

The #AHealthierEarth event also highlighted Sun Life Malaysia brand ambassador and celebrity actor Hairul Azreen who motivated participants at the event and witnessed the Malaysia Book of Records certification ceremony.

“I am very proud and happy to be a part of this meaningful event. I hope more Malaysians will be inspired by Sun Life Malaysia to live more sustainable and healthier lives,” said Hairul.



Participants enjoying a Zumba session.