

The Star
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Movie's storyline fits insurer's aim of protecting clients

SUN LIFE Malaysia, comprising Sun Life Malaysia Assurance Bhd and Sun Life Takaful Bhd, is sponsoring the locally produced action blockbuster *Wira*.

Starring its brand ambassador, Hairul Azreen, the highly anticipated movie highlights the courage and bravery of an ex-commando who returns home after a long absence to help his family out of a sticky situation with a local thug.

Set to hit Malaysian cinemas on Nov 21, the sponsorship of *Wira* is Sun Life Malaysia's effort to bring forth the importance of protecting loved ones physically and financially.

On the sponsorship, Sun Life Malaysia chief executive and president/country head Raymond Lew said the company was pleased to be supporting Hairul.

"The passion, sacrifice and courage he displayed to protect his loved ones was beautifully captured in the movie.

"It is certainly in line with our business purpose of bringing lifetime financial security to our clients," said Lew.

Hairul said *Wira* was a story all Malaysians could relate to, a story about perseverance and fighting to keep one's loved ones safe and protected no matter the odds.

"At the end of the day, this is the same core message that both Sun Life Malaysia and I want to advo-



At the gala premiere of *Wira* are (from left) Sun Life Malaysia deputy chief executive Ho Teck Seng, Hairul and Lew.

cate to all Malaysians.

"I am grateful for their belief and support in further amplifying *Wira* and the inspirational values behind it," he added.

The highly acclaimed director of breakout hit *Paskal*, Adrian Teh helms the upcoming film along with several regional stars such as Fify Azmi, Ismi Melinda, Yayan Ruhian, Josiah Hogan, among others.

Teh said following the footsteps of *Paskal*, *Wira* celebrated unsung heroes of Malaysia.

"We are grateful for Sun Life Malaysia's support for locally-produced movies. We hope *Wira* can be an inspiration for all Malaysians," he said.

Outside the silver screen, Hairul has been an equally inspiring hero through his various initiatives and activities with Sun Life Malaysia.

This includes the promotion of the Brighter Health Screening Programme, which aims to create awareness on the importance of early detection of diabetes.