

## Sun Life Malaysia Spreads Happiness, One Smile At A Time This International Day Of Happiness

*Sun Life Malaysia Kick-starts Anniversary Celebration With '10 Years Brighter Roadshow'  
at The Starling Mall from 16<sup>th</sup> to 19<sup>th</sup> March 2023*

**Kuala Lumpur, 14 March 2023** – On the occasion of the International Day of Happiness on 20<sup>th</sup> March, Sun Life Malaysia, a life insurance and family takaful provider, is promoting happiness through its 'One Car, One Smile' campaign. The company is distributing drink coasters with inspirational quotes, which can be used to redeem a Tealive drink voucher at its '**10 Years Brighter Roadshow**' at The Starling Mall (Uptown Damansara) from 16<sup>th</sup> to 19<sup>th</sup> March.

Raymond Lew, CEO and President/Country Head of Sun Life Malaysia said, "The International Day of Happiness serves as a reminder for people to prioritise wellbeing and happiness in their daily lives. At Sun Life, our purpose is to help our Clients achieve lifetime financial security and live healthier lives. We believe that to achieve overall wellbeing and to lead a happy life, one must encompass not only physical health but also mental wellbeing, and financial stability. Through this mood booster campaign, we hope to make a positive impact on people's lives and empower them to secure a brighter future."

Organised in collaboration with Tealive, the 'One Car, One Smile' coasters will be distributed to members of the public around the vicinity of The Starling, Damansara Perdana, Kota Damansara, SS2 and Taman Tun Dr Ismail, to name a few, from 13<sup>th</sup> to 17<sup>th</sup> March 2023. To redeem the Tealive drink voucher, just present the coasters at the 4-day The Starling Mall Roadshow, on a first-come, first-served basis, and subject to a daily limit.

"This year, we are celebrating a decade of making lives brighter for our Clients. Through our series of roadshows, we hope to further create awareness of the importance of developing financial, mental, and physical resilience for a more secure and fulfilling life. Besides The Starling Mall this March, you can also catch us at 1 Utama in May and IOI City Mall Putrajaya in August," Lew shared.

The Starling Roadshow has a variety of programmes and activities that cater to people of all ages and interests, such as free health checks, nutritional talks, cooking demonstration, clown and face-painting activities as well as shopper discounts for Love Earth, a natural food producer, and Plant Origins by Signature Market, which sells locally made aromatherapy and personal care products.

There is also an array of incredible prizes up for grabs, such as electronic gadgets and Sun Life Malaysia's 10<sup>th</sup> anniversary memorabilia. Additionally, visitors can contribute to a noble cause by purchasing the merchandise available for sale from United Voice, a self-advocacy society for persons with learning disabilities.

To know more about Sun Life Malaysia's '**10 Years Brighter Roadshows**', visit <http://sunlife.co/SunLife10>

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#10YearsBrighter



### **About Sun Life Malaysia**

Sun Life Malaysia (Sun Life Malaysia Assurance Berhad and Sun Life Malaysia Takaful Berhad) is a joint venture by Sun Life Assurance Company of Canada and Khazanah Nasional Berhad.

As a life insurance and Family Takaful provider, Sun Life Malaysia offers a comprehensive range of products and services to Malaysians across the country and is focused on helping Clients achieve lifetime financial security and live healthier lives. Sun Life Malaysia distributes its products through a range of distribution channels including bancassurance and bancatakaful, agency force, direct marketing and telemarketing, corporate and government business and e-distribution.

Sun Life Assurance Company of Canada is a principal operating life insurance subsidiary of Sun Life Financial Inc., a leading international financial services organisation providing insurance, wealth and asset management solutions to individual and corporate Clients. Sun Life has operations in a number of markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China, Australia, Singapore, Vietnam, Malaysia and Bermuda. As of December 31, 2022, Sun Life had total assets under management of \$1.33 trillion. For more information, please visit [www.sunlife.com](http://www.sunlife.com).

Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

For more information, please visit [www.sunlifemalaysia.com](http://www.sunlifemalaysia.com).

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