



Press Release

For Immediate Release

Sun Life Malaysia Help 2,000 Runners Kick-start a Healthy 2017

Embracing a healthy lifestyle while contributing to a noble cause with Shine Resolution Run

Kuala Lumpur, 22 January 2017 – Health and good deed may have proven to be a winning combination for the first edition of **Sun Life Malaysia Shine Resolution Run** at **Padang Merbok, Kuala Lumpur** today..

Over 2,000 running enthusiasts began to crowd at one of the rare green spaces in the city from as early as 5:30am before the 12km Competitive Run flagged off at 6:20am and the 5km Fun Run at 7:00am. Out of the total number of participants, close to 700 participated in the 12km while the remaining joined the 5km Fun Run.

Speaking during the **Sun Life Malaysia Shine Resolution Run** is Mr. Ooi Say Teng, Chief Executive Officer / Country Head of Sun Life Malaysia. “We are delighted to see such an overwhelming response from the competitive and recreational runners for this inaugural event. Not only have these runners embraced a healthier lifestyle but they have also participated in a worthy cause.”

“Sun Life Malaysia has been in partnership with Diabetes Malaysia and HOPE Worldwide Malaysia through financial sponsorship for diabetic patients and health programmes for the underprivileged community since 2014. Today, besides part of the proceeds from registration fees as well as the Ringgit-to-Ringgit boost from Sun Life Malaysia, we are also taking the opportunity to pledge our 2017 sponsorship to both organisations,” he added.

Through Shine Resolution Run, both charity organisations received a combined total of RM257,000 to support their 2017 programmes and initiatives.



Present at the event is also Mr Kevin Strain, the President of Sun Life Financial Asia. Mr Strain who took part in the 12km run said “Globally, Sun Life is committed to the awareness and prevention of diabetes by promoting healthy living. Running is not only a good form of exercise but has also been proven to keep diabetes at bay. More importantly, we want to encourage the public combat the rise of diabetes through knowledge and a positive change in lifestyle.”

“This is why we conceptualised this Shine Resolution Run which is happening at the same time today both in Malaysia and Hong Kong. I am very pleased to be here in Malaysia for this inaugural event and I am looking forward to more Sun Life business units in Asia holding this event together moving forward,” Strain added

Sun Life Malaysia Shine Resolution Run featured two primary events, namely the 5km Fun Run and the 12km Competitive Run. A total of RM10,400 in cash prizes, trophies and prizes worth up to RM6,570 were given to the first five who reached the finishing line from the respective 12km categories:

	12km Men’s Open	12km Men’s Plus	12km Women’s Open	12km Women’s Plus
1 st	(name) (time)			
2 nd				
3 rd				
4 th				
5 th				

Sun Life Malaysia Resolution Run is a “fun run” - apart from the races, there were a lot of side activities lined up for the day, namely game booths with great giveaways, health checks, inflatable castles, free candy floss, tattoos, fun Instagram booth, sponsor booths as well as food trucks.



The list of sponsors for Sun Life Malaysia Shine Resolution Run are as follows:

Apparels Partner	<ul style="list-style-type: none"> • New Balance
Pain Relieve Partner	<ul style="list-style-type: none"> • Salonpas
Isotonic Drink Partner	<ul style="list-style-type: none"> • 100PLUS
Fortified Food Drink Partner	<ul style="list-style-type: none"> • Milo
Kinesiology Tape Partner	<ul style="list-style-type: none"> • Rocktape
Compression Partner	<ul style="list-style-type: none"> • 2XU
Fitness Partner	<ul style="list-style-type: none"> • Fitness First
Other Supporting Partners	<ul style="list-style-type: none"> • Nathan Sports • Oakley • N8 Sports Nutrition • Ice Mountain • Zamst • Mamee • Yakult • BookDoc • FitBar

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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 Financial Inc. and Avicennia Capital Sdn. Bhd., a fully owned Khazanah Nasional Berhad investment holding company, specialising in Insurance and Takaful, incorporated in January 2013.

Sun Life Malaysia offers a comprehensive range of life insurance and Takaful products and services to Malaysians across the country and is focused on helping customers achieve financial security. Sun Life Malaysia distributes its products through a range of distribution channels including bancassurance, direct marketing, telemarketing and government and corporate business. The centerpiece of Sun Life Malaysia's distribution strategy is its exclusive bancassurance agreement with CIMB Bank in Malaysia where it is able to distribute its products and services through the Bank's extensive network of branches.



Sun Life Financial is a leading international financial services organisation providing a diverse range of protection and wealth products and services to individuals and corporate customers. Sun Life Financial 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 31 December 2015, the Sun Life Financial group of companies had total assets under management of \$891 billion.

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

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