



Press Release

For Immediate Release

Running To Embrace Your New Year's Resolution

Sun Life Malaysia Shine Resolution Run invites Malaysians to embrace a healthy lifestyle while contributing to a noble cause

Kuala Lumpur, 21 December 2016 – Malaysians from all-walks-of-life will have the opportunity to kickstart their 2017 on a healthy note while performing a good deed by participating in the inaugural **Sun Life Malaysia Shine Resolution Run**.

The unique running event, which was inspired by the “New Year’s Resolution” tradition, will be held on **Sunday, 22 January 2017**, within the idyllic neighbourhood of **Bukit Kiara, Kuala Lumpur**.

Sun Life Malaysia Shine Resolution Run is expected to draw a total of 2,000 participants to the 12km Competitive Run and 5km Fun Run. Registration is currently open and will close on 1 January 2017. Proceeds from the registration fees will be channelled to Sun Life Malaysia’s charity partners, namely Diabetes Malaysia and HOPE Worldwide Malaysia.

“Globally, Sun Life is committed to the awareness and prevention of diabetes by promoting healthy living. In Malaysia, 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,” said Mr. Ooi Say Teng, Chief Executive Officer / Country Head of Sun Life Malaysia.

“True to our tagline ‘*Life’s brighter under the Sun*’, Sun Life Malaysia continues to champion the importance of embracing a healthy lifestyle. Running is not only a good form of exercise but has also been proven to keep diseases like diabetes at bay,” he added.

Citing the National Health and Morbidity Survey 2015, Ooi said that diabetes is a grave concern in Malaysia as the country has about 3.5 million or 17.5% of its citizens aged 18 years and above that suffer from the disease. “The *Shine Resolution Run* is a natural progression of our commitment to help Malaysians combat the rise of this disease through knowledge and a positive change in lifestyle.”

The 5km Fun Run is open to all ages whilst there are four categories for the 12km Competitive Run:

1. Men's Open (aged 15 – 39)
2. Women's Open (aged 15 – 35)
3. Men's Plus (aged 40 and above)
4. Women's Plus (aged 36 and above)

The prizes for each category are as listed below:

Prize	Cash	Others
1st Prize	RM1,000	<ul style="list-style-type: none"> - Oakley Eyewear (worth RM1800) - 2XU Compression LS Top (worth RM490) - Rock Tape - Trophy
2nd Prize	RM700	<ul style="list-style-type: none"> - Oakley Eyewear (worth RM1800) - 2XU Compression Socks (worth RM230) - Rock Tape - Trophy
3rd Prize	RM500	<ul style="list-style-type: none"> - Oakley Eyewear (worth RM1800) - 2XU Socks (worth RM70) - Rock Tape - Trophy
4th Prize	RM300	<ul style="list-style-type: none"> - Nathan Yurbuds Earphone (worth RM190) - Rock Tape - Trophy
5th Prize	RM100	<ul style="list-style-type: none"> - Nathan Yurbuds Earphone (worth RM190) - Rock Tape - Trophy

RM10 of every complete race entry fee collected will be donated to Diabetes Malaysia and HOPE Worldwide Malaysia and to make it even more meaningful, Sun Life Malaysia will match ringgit-to-ringgit the amount collected to boost up the funds for their noble programmes.

Each participant will be entitled to an event T-shirt, goodie bag, race bib with timing (for 12km runners), race bib without timing (for 5km runners) and a finisher medal. Information on the race pack collection will be emailed to the participants via their registered email address.



The list of sponsors for Sun Life Malaysia Shine Resolution Run is 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

For more details of the event, please visit <http://bit.ly/ShineResolutionRun>. You may also contact 03-8074 9209 or email your enquiry to info@ecpixels.com.

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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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