



## **Press Release**

### **For Immediate Release**

## **800 Malaysians join Sun Life Malaysia Brighter Lives Roadshow to live brighter and healthier**

*Focus on helping Malaysians to live healthy physically, mentally and financially*

**Kuala Lumpur, 26 April 2018** – Sun Life Malaysia recently held a brand and health roadshow at The Curve, Mutiara Damansara, Petaling Jaya, from 19 to 22 April 2018.

Themed “Brighter Lives”, the roadshow aimed to bring forth the importance of being healthy physically, mentally and financially – in line with Sun Life Malaysia’s business purpose of helping Malaysians achieve lifetime financial security and live healthier lives.

The 4-day Brighter Lives Roadshow attracted more than 800 participants through its interesting and appealing activities namely:

- Workout sessions covering Zumba, Rhythmic Boxing, Yoga, HITT (high intensity interval training), Street Dance, etc.
- Health talks on Spine Care and Physio
- Healthy Smoothie Demo
- Healthy Snacks Demo
- Four special Activity Zones
  - **Brighter Dreams** - offered Sun Life Malaysia’s holistic protection and financial solutions;
  - **Brighter Eats** - provided nutritional information on healthy eating;
  - **Brighter Workout** - provided simple and fun exercises; and
  - **Brighter Health** - offered free health tests covering blood pressure, blood sugar, cholesterol and health consultation

CEO & President / Country Head of Sun Life Malaysia, Raymond Lew, said, “We organised the Roadshow to showcase our Live Healthier Lives strategy - which aims to empower Malaysians to embrace a healthy lifestyle to improve their overall quality of life. We might not be a health provider but we hope to enrich Malaysians through health knowledge and provide avenues for them to proactively take ownership of their health because a healthier individual means a healthier society.”



“Undeniably, health matters when it comes to insurance rates - a healthy person with lower medical risk will enjoy standard premium rates, making it more affordable to financially protect himself/herself and his/her loved ones. A recent Health Gap Analysis Survey (*conducted by Sun Life Financial Asia across its 5 Asia business units*) showed Malaysia as one of the markets with the most significant health gap for catastrophic conditions relative to insurance coverage, whereby the highest health gap is for stroke and heart attack,” he added.

During the roadshow, Sun Life Malaysia also took the opportunity to launch its **Brighter Lives Brand Campaign**, a year-long campaign conceptualised based on the metaphor of a Jar of Dreams that represents Sun Life Malaysia as the safe and secure place for Malaysians to deposit their dreams for the future.

There are many other engaging health activities lined up for the year for clients and Malaysians in general, which will be announced via [facebook.com/SunLifeMalaysia](https://www.facebook.com/SunLifeMalaysia) and Instagram [@sunlifemalaysia\\_my](https://www.instagram.com/sunlifemalaysia_my)

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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.

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 Clients achieve lifetime financial security and live healthier lives. It distributes its products through a range of distribution channels including bancassurance, direct marketing, telemarketing, agency, telcoassurance and government and corporate business.

Sun Life Financial is a leading international financial services organisation providing insurance, wealth and asset management solutions to individual and corporate Clients. 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 2017, Sun Life Financial had total assets under management (AUM) of CAD\$975 billion.

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

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**Pictures & Captions**



The Brighter Lives Roadshow at The Curve 19 – 22 April covered 4 main zones – **Brighter Health** (free health tests), **Brighter Eats** (healthy organic food), **Brighter Workout** (free fitness workouts) & **Brighter Dreams** (consultation on protection planning).



Official launch of Brighter Lives Brand Campaign by Mr Raymond Lew, CEO & President / Country Head of Sun Life Malaysia.



Special appearance of Sun Life Malaysia's health ambassador, Abdul Rahman Lee (SEA Games 2017 Discus Medallist).



Fitness workout sessions to bring forth the message of #LiveHealthierLives.



Family-friendly fun and interactive games.



Free health test for the shoppers.



Consultation on products and services to ensure Malaysians are financially healthy.