

The Star
23 November 2018

Insurance and takaful provider rows into record book



Two hundred Malaysians came together to set a record for the Most Number of Participants in a Rowing Machine Session.

SUN Life Malaysia rowed into the Malaysia Book of Records when 200 Malaysians came together to set a record for the Most Number of Participants in a Rowing Machine Session.

The record-breaking feat was achieved during Sun Life Malaysia Fit Up workout sessions at Menara Ken TTDI in Kuala Lumpur, which was verified by two officials from the Malaysia Book of Records.

Held in conjunction with World Diabetes Month, Fit Up aims to provide people the opportunity to try different types of exercises together with their family and friends, while reminding them that living an active lifestyle can reduce the risk of diabetes.

More than 350 participants took part in the half day event.

Besides indoor rowing (where participants actually rowed an accumulated impressive distance of more than 700km),

other fitness workouts offered were rhythmic boxing and Zumba.

“Sun Life Malaysia’s Business Purpose is to help Malaysians achieve lifetime financial security and live healthier lives – which means healthy physically, mentally and financially.

“We believe that it takes time to inspire people to change and since January, we have been investing our efforts to organise smaller yet community-relevant fitness events to provide avenues for our clients especially, and Malaysians to embrace a healthy lifestyle and improve their overall quality of life,” said Sun Life Malaysia chief executive officer and president/country head Raymond Lew.

“We might not be a health provider but through these community-based initiatives, we hope to bring forth the importance of living healthier lives because a healthy individual means a healthier society.”