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SUN LIFE LAUNCHED ITS 10TH ANNIVERSARY CELEBRATION WITH GAMES & ENTERTAINMENT AT 1 UTAMA



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Last week, shoppers at 1 Utama were treated to a wide range of activities, entertainment, and even health checkups and personalized financial and protection advice. This all came courtesy of **Sun Life Malaysia**, who are sharing their 10-year anniversary joy with the public.



Image provided by Sun Life Malaysia

Upper leadership officiating the launch of the event, including Sun Life President Kevin Strain (Center) and Country Head Raymond Lew (Far right). Image provided by Sun Life Malaysia

Centered on the theme '10 Years Brighter', the anniversary campaign celebrates Sun Life Malaysia's decade-long journey in empowering Malaysians with lifetime financial security through its suite of innovative and Shariah-compliant life insurance and family takaful solutions.

According to Raymond Lew, CEO and Country Head of Sun Life Malaysia, the company is committed to helping Malaysians secure their financial futures and live healthier – a mission they have never wavered from in these past 10 years. And so, it's pretty apt that, for 10 Years Brighter...

Sun Life Malaysia spreads the importance of healthier living through a series of fun roadshows.



One of the 4 zones at the roadshow. Image from Sun Life Malaysia

Held from May 24 – 28, The 1 Utama event is the second of a series of roadshows with **the first held at The Starling Mall in March 2023**. The 1 Utama roadshow featured a wide range of activities across four zones:

- Health
- Dreams
- Games, and
- Treats

The Health Zone provided complimentary health check-ups, courtesy of Watsons, while the Dreams Zone featured Sun Life Malaysia's advisors, who offered personalised advice to help attendees meet their financial and protection needs.

At the Games Zone, attendees enjoyed games of basketball and mini golf, which encouraged them to stay active and healthy. Meanwhile, brand partners Famous Amos, The Olive Tree, Jungle House, and Juice Works offered product showcases and special discounts in the Treats Zone. Members of the public also had the opportunity to witness live weaving demonstrations by talents from United Voice to create a range of unique and personalised items, including keychains, pouches, and bags.

But that's not all...

With so much to see and do, it was truly a jam-packed roadshow filled with fun and excitement. Free bags of popcorn kept the energy up, while face painting, giant Jenga, table football, and balloon art entertained the little ones.



This kambi van was a popular photo attraction. Image from Sun Life

But don't feel too bad if you missed out on the event because...

There are more roadshows to come!



High achieving Sun Life advisors were gifted paintings by artists from United Voice. Image provided by Sun Life Malaysia.

In the ten years since its inception, Sun Life Malaysia has tripled its market share and served over 1.2 million clients. The company has also achieved a number of industry firsts, including being the first insurance and takaful player to launch a comprehensive takaful solution, the market's first mobile-based microinsurance product and, most recently, an award-winning multigenerational critical illness plan.

But it's not just finance and protection. As a brand championing sustainability, they've also announced continuous partnerships with HOPE worldwide Malaysia on youth social impact projects; a long-term tree planting programme with Yayasan Hijau Malaysia, and a collaboration with United Voice to empower people with learning disabilities.

Their next roadshow will be in August, so follow them on their socials ([Facebook](#) | [Instagram](#)) for more updates!