

Link: <https://reinasia.com/sun-life-renews-hoops-health-initiative-for-second-year-in-malaysia/>

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## Sun Life renews 'Hoops + Health' initiative for second year in Malaysia

Sun Life Malaysia will invest up to US\$1m to encourage young people to remain active.



Sun Life has renewed its partnership with Beyond Sport, a global foundation promoting social change through sport, for an additional year in Malaysia, committing a further CA\$1 million to CA\$1.5 million (approximately US\$731,000 to US\$1.09 million) to support the initiative.

The programme focuses on promoting active youth lifestyles through a six-month free weekly basketball session with the Jungle Cats Basketball Academy, Nicol David Organisation, and USJ20 Basketball Club.

It aims to engage 45,000 youth members across Asia by the end of the year, including 160 from Malaysia aged between 7 and 16 years old, as well as 20 coaches under the specialised coaching clinic.

“The Hoops + Health programme will create a real, lasting impact by inspiring young people in Malaysia to stay active through basketball,” said Sun Life Malaysia President and Country Head Raymond Lew. “By collaborating with more youth groups, we are reaching diverse communities and helping youth build both physical and mental resilience.”

First introduced in **September 2023**, the initiative addresses the uptick in diabetes cases among underprivileged young people in the Asian region. Similar efforts to provide free basketball training and expand basketball equipment for coaches and young players have been mounted in Hong Kong, Vietnam, the Philippines, Indonesia, and Singapore.

Fred Fikouhi-Turner, Executive Director of Beyond Sport, added: “The Hoops + Health programme exemplifies the power sport holds to provide solutions to urgent social challenges. By leveraging basketball, we are creating a platform that not only improves physical health but also fosters community engagement and personal development among youth.”