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Sun Life & Beyond Sport Continue Their Initiative to Promote Youth Wellness

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Sun Life, in collaboration with Beyond Sport, has announced the continuation of its 'Hoops + Health' program in Malaysia for a second consecutive year. This initiative aims to foster physical and mental well-being among youth by leveraging the power of basketball.

By providing free weekly basketball sessions, the program seeks to engage 160 youths aged 7 to 16 over a six-month period. Additionally, around 20 coaches will participate in specialized clinics to enhance their training capabilities.

Strengthening Community Partnerships

The program collaborates with local organizations such as Jungle Cats Basketball Academy, Nicol David Organisation, and USJ20 Basketball Club. These partnerships aim to create safe and inclusive environments where children can develop life skills, confidence, and healthier habits through sport.

Broader Regional Impact



Beyond Malaysia, 'Hoops + Health' extends its reach to countries like Hong Kong, Vietnam, the Philippines, Indonesia, and Singapore. The program includes activities such as equipment donations, court refurbishments, and community events to encourage active lifestyles among youth in underprivileged communities.

Driving Positive Change Through Youth Empowerment



Sun Life and Beyond Sport's commitment to youth wellness through 'Hoops + Health' exemplifies the positive impact of community-driven initiatives. By promoting physical activity and holistic development, the program strives to empower the next generation to lead healthier and more active lives.

For more information about the 'Hoops + Health' program and its initiatives, visit [Sun Life Malaysia](#) or [Beyond Sport](#).

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