

Title : MCIS' Virtual Run Attracts Malaysians On Fitness Mission
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@ant Reporter June 10, 2021 1:28 PM 0



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About MCIS Life

MCIS Insurance Berhad (MCIS Life) is a pioneer life insurer in Malaysia since 1954, regulated by Bank Negara Malaysia, and a proud member of the Sanlam Group, one of the world's biggest internationally active insurance groups, since 2014.

#PeopleHelpingPeople

About Sanlam Group

Sanlam is a pan-African financial services group listed on the Johannesburg, Namibian and A2X stock exchanges. Through its five business clusters – Sanlam Personal Finance, Sanlam Emerging Markets, Sanlam Investment Group, Sanlam Corporate and Santam – the Group provides comprehensive and bespoke financial solutions to institutional clients and consumers across all market segments. Sanlam's areas of expertise include life and general insurance, financial planning, retirement, investments and wealth.



Established in 1918 as a life insurance company, Sanlam has evolved into the largest non-banking financial services group in Africa through its diversification strategy.

Headquartered in South Africa, Sanlam has a direct stake in financial services entities in Namibia, Botswana, Swaziland, Zimbabwe, Mozambique, Mauritius, Malawi, Zambia, Tanzania, Rwanda, Uganda, Kenya, and Nigeria. The Group owns Saham Finances, thereby having a footprint of insurance operations in Morocco, Angola, Algeria, Tunisia, Ghana, Niger, Mali, Senegal, Guinea, Burkina Faso, Cote D'Ivoire, Togo, Benin, Cameroon, Gabon, Republic of the Congo, Madagascar, Burundi, and Lesotho.

Sanlam also has insurance business interests in India, Malaysia and the United Kingdom and has business interests in the USA, Australia, the Philippines, Lebanon and Saudi Arabia.

For further information on Sanlam, please visit us at www.sanlam.com

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Chong Mei Sze, an avid runner since 2016-MCIS Life MWM

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TERKINI - 10 June 2021

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KUALA LUMPUR 10 June - The MCIS Life-Malaysia Women Marathon 2021 (MCIS Life MWM 2021) which concluded recently attracted many first timers attempting to take on walking, jogging, running and cycling activities as part of their regular fitness regime.

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By [newstreamasia](http://www.newstream.asia) - June 10, 2021



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General



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June 2021



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“This positive development is encouraging news given that there is an intensified awareness among people on the need to maintain good health through balanced nutrition, exercise and reinforced immunity to minimise the threat of illnesses at large including the present Covid-19 pandemic,” added Prasheem Seebran, CEO and Managing Director of MCIS Life, who also thanked the Selangor Menteri Besar’s office for their undivided support towards the event.

Officially launched on 8 March, participants of the event had more than one month to complete their pledged distances through consistent workout schedules whilst ensuring full adherence to prevailing regulations on physical distancing, avoiding high-risk locations identified as Covid-19 hotspots, etc.



Prasheem Seebran, CEO and Managing Director of MCIS Life

“Though the virtual version of the event just debuted this year, we didn’t forget about our loyal participants who are into full marathons, we did have a category for them,” Loh explained.

At the final tally of the MCIS Life MWM 2021, Chong Mei Sze, an avid runner since 2016, emerged as the winner bagging the prize of a sponsored trip to participate in the Shenzhen International Marathon 2021.

“Shenzhen International Marathon is scheduled to take place in December this year and against the rising number of Covid-19 cases around the world, we have also taken the

liberty to offer Chong the option of joining the international event next year (2022) as the safety of our participants remain our main concern," Prasheem said.

On the side lines of the virtual sporting event this year, a number of other initiatives and engagement activities centred on the theme of 'health, wellness and fitness' were carried out.

The 'New Norm New Me' campaign launched alongside the MCIS Life MWM 2021 witnessed Deborah Fiona Nonis from Bandar Utama, showcasing her self-transformation journey from the time of signing up for the event – she went on to upgrade from the initially pledged 150km distance to 250km after she reached the mid-point of the original distance.

Deborah's perseverance and consistent social media postings to inspire others to join the MCIS Life MWM 2021 as a means to be consistent with their fitness regime was rewarded with a Garmin FR235 watch to support her on-going quest.

Some of the other truly inspirational stories emerging from this year's event included that of Crystal Cheam who was 34 weeks pregnant (as of 8 March 2021) completing a 10km run as part of her pledge to commemorate International Women's Day 2021's theme of #ChooseToChallenge as well as the determination showcased by Ainaa Amira, who despite being under rehabilitation care post a sports injury surgery, completed a total walking distance of 100km!

Title : MCIS' Virtual Run attracts Malaysians on fitness mission
Media : <https://www.businesstoday.com.my>
Date : 11/06/2021

<https://www.businesstoday.com.my/2021/06/11/mcis-virtual-run-continues-to-raise-awareness-on-fitness-and-health/>

Home > News > MCIS' Virtual Run Continues To Raise Awareness On Fitness And Health

News

MCIS' Virtual Run Continues To Raise Awareness On Fitness And Health

By **Nurul Suhaidi** - June 11, 2021



The MCIS Life-Malaysia Women Marathon 2021 (MCIS Life MWM 2021) held recently has attracted many first-timers attempting to take on walking, jogging, running and cycling activities as part of their regular fitness regime.

Debuting for the first time as a virtual event in line with the Government's call to avoid large gatherings, this year's race saw more than 1,000 participants from all age groups signing up in pursuit of individual fitness goals in the present pandemic era.

Karen Loh, MCIS Life MWM 2021's Program Chairperson said analysing the data post-event closure. we're pleasantly surprised that our decision to take on the virtual avatar for this year's race and open up categories for those who wish to walk, run, jog and cycle apart from the traditional full marathon, was well received.

The non-competitive nature of activities appealing to a huge part of our society is the major reason the MCIS Life MWM 2021 attracted newcomers as well as returning devoted fans of the women empowerment themed event.

Meanwhile, Chief Executive Officer and Managing Director of MCIS Life, Prasheem Seebran added, "This positive development is encouraging news given that there is an intensified awareness among people on the need to maintain good health through balanced nutrition, exercise and reinforced immunity to minimise the threat of illnesses at large including the present pandemic."

Officially launched on March 8, members had more than a month to fulfil their pledged distances through consistent training regimens while adhering to current regulations on physical distance, avoiding high-risk sites listed as Covid-19 hotspots, and etc.

At the final tally of the MCIS Life MWM 2021, Chong Mei Sze, an avid runner since 2016, emerged as the winner bagging the prize of a sponsored trip to participate in the Shenzhen International Marathon 2021.

“Shenzhen International Marathon is scheduled to take place in December this year and against the rising number of Covid-19 cases around the world, we have also taken the liberty to offer Chong the option of joining the international event next year (2022) as the safety of our participants remain our main concern,” Prasheem said.

On the side lines of the virtual sporting event this year, a number of other initiatives and engagement activities centered on the theme of ‘health, wellness and fitness’ were carried out.

Deborah Fiona Nonis from Bandar Utama was featured in the ‘New Norm New Me’ campaign, which was launched alongside the MCIS Life MWM 2021, showcasing her self-transformation journey as she pledge 150 km distance to 2450 km distance after reaching the halfway point.

Among other winners is of that Crystal Cheam who was 34 weeks pregnant (as of March 8 2021) completing a 10km run as part of her pledge to commemorate International Women’s Day 2021’s theme of #ChooseToChallenge as well as the determination showcased by Ainaa Amira, who despite being under rehabilitation care post a sports injury surgery, completed a total walking distance of 100KM.

Title : Larian Maya Tarik Perhatian Terhadap Misi Kecergasan
Media : <https://www.bharian.com.my>
Date : 19/06/2021

<https://www.bharian.com.my/wanita/lain-lain/2021/06/829741/larian-maya-tarik-perhatian-terhadap-misi-kecergasan>

Larian maya tarik perhatian terhadap misi kecergasan

Jun 19, 2021 @ 6:28pm



Chong Mei Sze, seorang pelari rekreasi sejak 2016, muncul pemenang MCIS Life MWM 2021 sekali gus meraih hadiah tajaan perjalanan untuk menyertai Maraton Antarabangsa Shenzhen 2021.

PETALING JAYA: Acara larian MCIS Life-Malaysia Women Marathon 2021 (MCIS Life MWM 2021) yang berakhir baru-baru ini telah menarik perhatian ramai peserta kali pertama yang cuba untuk menjadikan aktiviti berjalan, jogging, berlari dan berbasikal sebagai sebahagian daripada rejim kecergasan harian mereka.

Acara tahun ini yang dilaksanakan secara maya, sejajar dengan seruan kerajaan bagi mengelakkan perhimpunan besar, telah menyaksikan penyertaan lebih 1,000 peserta daripada pelbagai usia dalam usaha untuk mencapai matlamat kecergasan individu di era pandemik.

"Berdasarkan data selepas acara berkenaan, kami begitu terharu apabila mendapati keputusan kami untuk melaksanakan perlumbaan tahun ini secara maya dan membuka kategori untuk mereka yang mahu berjalan, berlari, jogging dan berbasikal selain daripada maraton penuh, diterima dengan begitu baik sekali," kata Pengerusi Program MCIS Life MWM 2021, Karen Loh.

MCIS Life MWM 2021 menarik perhatian peserta baru selain peminat setianya menerusi acara bertemakan pemerksaan wanita ini memandangkan acara berkenaan tidak bersifat persaingan sekali gus menarik perhatian segmen masyarakat yang lebih luas.

"Perkembangan positif ini ternyata berita yang memberangsangkan dengan kesedaran yang kian meningkat dalam kalangan masyarakat terhadap keperluan untuk mengekalkan kesihatan yang baik menerusi pemakanan seimbang, senaman fizikal dan mempertingkatkan imuniti bagi mengurangkan ancaman pelbagai penyakit," tambah CEO dan Pengarah Urusan MCIS Life, Prasheem Seebran yang turut merakamkan penghargaan kepada pejabat Menteri Besar Selangor atas sokongan yang tidak berbelah bahagi terhadap acara berkenaan.

Dilancarkan secara rasmi pada 8 Mac 2021, peserta bagi acara berkenaan diberikan tempoh lebih daripada sebulan untuk menyempurnakan jarak yang dijanjikan menerusi jadual kecergasan yang konsisten dan pada masa yang sama memastikan pematuhan sepenuhnya kepada peraturan dari segi penjarakan fizikal, mengelak lokasi berisiko tinggi yang dikenal pasti sebagai kawasan panas COVID-19 dan seumpamanya.

"Menerusi versi maya acara berkenaan yang baharu saja diperkenalkan tahun ini, kami tidak melupakan peserta setia kami yang berminat dengan acara maraton penuh, justeru itu kami menyediakan kategori untuk mereka juga," jelas Loh.

Pada hari kiraan terakhir MCIS Life MWM 2021, Chong Mei Sze, seorang pelari rekreasi sejak 2016, muncul pemenang yang meraih hadiah tajaan perjalanan untuk menyertai Maraton Antarabangsa Shenzhen 2021.

"Maraton Antarabangsa Shenzhen dijadualkan berlangsung pada Disember tahun ini. Akan tetapi berikutan peningkatan kes COVID-19 di seluruh dunia, kami turut menawarkan pilihan kepada Chong untuk menyertai acara antarabangsa itu pada tahun hadapan (2022) kerana keselamatan peserta sememangnya menjadi keutamaan pihak kami," kata Prasheem.

Di samping acara sukan maya tahun ini, beberapa inisiatif dan aktiviti yang bertemakan 'kesihatan, kesejahteraan dan kecergasan' turut dijalankan.

Kempen 'Norma Baharu, Saya Yang Baharu (New Norm New Me)' yang telah dilancarkan bersama-sama MCIS Life MWM 2021 menyaksikan Deborah Fiona Nonis dari Bandar Utama, berkongsi perjalanan beliau dalam mengubah dirinya bermula daripada pendaftaran untuk menyertai acara berkenaan – beliau pada mulanya menjanjikan jarak 150km namun meningkatkan jarak berkenaan kepada 250km selepas mencapai separuh daripada jarak asalnya.

Ketabahan Deborah dan hantaran media sosial yang konsisten untuk memberikan inspirasi kepada orang lain untuk menyertai MCIS Life MWM 2021 sebagai satu kaedah untuk terus konsisten dengan rejim kecergasan meraih ganjaran apabila beliau menerima jam tangan Garmin FR235 sebagai sokongan kepada usaha berterusannya itu.

Antara kisah benar yang mencetuskan inspirasi daripada acara tahun ini termasuklah Crystal Cheam yang hamil 34 minggu (pada 8 Mac 2021) menyelesaikan larian 10km sebagai sebahagian daripada ikrarnya untuk memperingati Hari Wanita Antarabangsa 2021 yang bertemakan #ChooseToChallenge serta keazaman yang dipamerkan oleh Ainaa Amira, yang meskipun masih menerima rawatan pemulihan selepas menjalani pembedahan akibat kecederaan sukan, mampu menyempurnakan acara jalan kaki pada jarak 100km!

Title : Larian Maya Tarik Perhatian Terhadap Misi Kecergasan
Media : beritamalaysia
Date : 19/06/2021

<https://beritamalaysia.xyz/larian-maya-tarik-perhatian-terhadap-misi-kecergasan/>

BERITA MALAYSIA

ARTIS AGAMA KESIHATAN POLITIK SUKAN TERKINI HIBURAN PERNIAGAAN BERITA UMUM

JUNE 19, 2021 BERITA MALAYSIA

Larian maya tarik perhatian terhadap misi kecergasan



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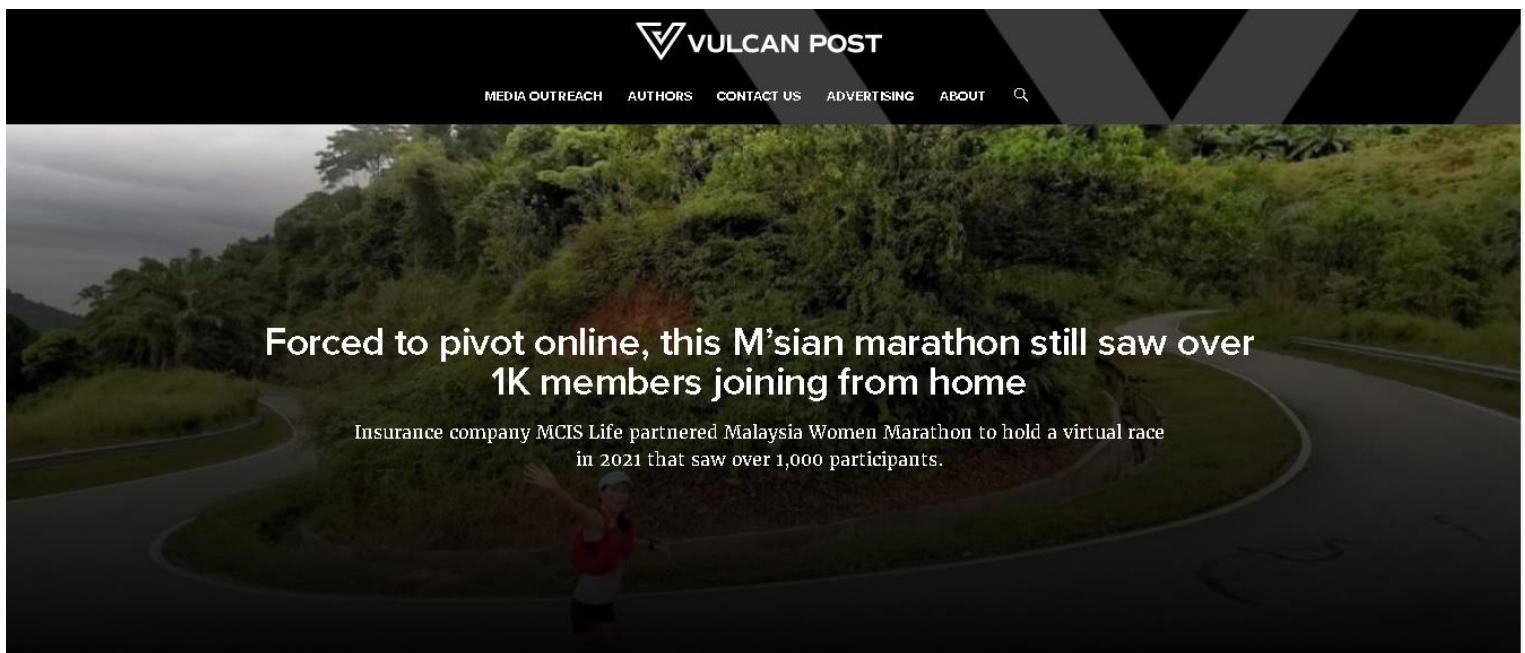
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Title : Forced to Pivot Online, This M'sian Marathon Still Saw Over 1K Members Joining from Home

Media : <https://vulcanpost.com>

Date : 02/07/2021



<https://vulcanpost.com/751624/mcis-life-malaysia-women-marathon-2021-virtual-race/>



SADE DAYANGKU | MY

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To this, the MWM team answered, "A marathon requires a great amount of discipline, dedication as well as passion. To complete a marathon often brings about an overwhelming sense of achievement, and enhanced self-esteem instils the 'I can do it' confidence."

“Women from all across the world are often challenged in their personal pursuit of excellence, at varying levels, with the lack of these positive values,” they explained the importance of what they do.

In the past, these marathons could be held physically, but with COVID-19, everything had to be taken to the virtual space. This needed support from the right parties.

Going online doesn’t mean it’s easier

Since 2020, **MCIS Insurance Berhad** (MCIS Life) has been a sponsor for MWM’s marathons. In March 2020, the first MCIS Life MWM race was supposed to happen, with over 8,000 participants signing up.

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The team also welcomed cyclists to participate this year for the first time in the annual event’s history.



The Selangor MB's wife also participated and completed her pledged distance for the event / Image Credit: MCIS Life MWM 2021

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As it wants to position itself as an advocate for women's empowerment too, its team assists MWM to ensure the race has an extended outreach.

This means bringing together a larger number of fitness-oriented individuals who are mainly women (though men and children aren't excluded) of different age groups.

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Title : Forced to Pivot Online, This M'sian Marathon Still Saw Over 1K Members Joining from Home

Media : <https://newswwc.com>

Date : 02/07/2021

<https://newswwc.com/lifestyle/forced-to-pivot-online-this-msian-marathon-still-saw-over-1k-members-joining-from-home/>

Home / LifeStyle / Forced to pivot online, this M'sian marathon still saw over 1K members joining from home

LifeStyle

Forced to pivot online, this M'sian marathon still saw over 1K members joining from home

 Lisa  July 2, 2021

 4 minutes read



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Featured Image Credit: Chong Mei Sze, winner of MCIS Life MWM 2021

Title : Forced to Pivot Online, This M'sian Marathon Still Saw Over 1K Members Joining from Home

Media : <https://techilive.in>

Date : 02/07/2021

<https://techilive.in/forced-to-pivot-online-this-msian-marathon-still-saw-over-1k-members-joining-from-home/>



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By  **Taner Halicoglu** — On Jul 2, 2021

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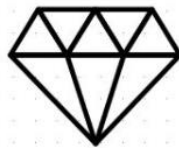
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Featured Image Credit: Chong Mei Sze, winner of MCIS Life MWM 2021

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Media : <https://beautyinthefridge.com>
Date : 02/07/2021

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beauty in the fridge

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Women empowerment can come in many forms, from **getting your hair done** for yourself to running a marathon with discipline. Regardless of the process, the end goal is usually to build a woman's self-confidence and self-esteem.

For 9 years, **Malaysia Women Marathon** (MWM) has been organising marathons with the objectives of providing a less competitive atmosphere for women to run longer distance races, full marathons, and to celebrate International Women's Day with a difference.

But I still found myself puzzled over how marathons encourage women's self-empowerment.

To this, the MWM team answered, "A marathon requires a great amount of discipline, dedication as well as passion. To complete a marathon often brings about an overwhelming sense of achievement, and enhanced self-esteem instils the 'I can do it' confidence."

"Women from all across the world are often challenged in their personal pursuit of excellence, at varying levels, with the lack of these positive values," they explained the importance of what they do.

In the past, these marathons could be held physically, but with COVID-19, everything had to be taken to the virtual space. This needed support from the right parties.

Going online doesn't mean it's easier

Since 2020, **MCIS Insurance Berhad** (MCIS Life) has been a sponsor for MWM's marathons. In March 2020, the first MCIS Life MWM race was supposed to happen, with over 8,000 participants signing up.

However, the committee made the decision of calling off the physical race a few days prior to the event following the rising trend of COVID-19 cases in the country. This was well before the MCO 1.0 announcement.

Participants were disappointed as they'd been looking forward to it, but MCIS Life MWM assured them that come 2021, they'd be presented with an option in line with the new normal.

Therefore, MCIS Life MWM 2021 was a fully virtual event that took place over 1.5 months and saw about 1,000 participants.

With a major shift in how the marathon would be held, changes had to follow. The marathon was tailored to have distances between 50km to 250km, compared to the 5km to 42km distances for the physical one-day marathons in the past.

The team also welcomed cyclists to participate this year for the first time in the annual event's history.



The Selangor MB's wife also participated and completed her pledged distance for the event / Image Credit: MCIS Life MWM 2021

To track their progress and share the results, participants were required to sync their Strava app (which monitors their activity distance, etc.) to MWM's registration portal while using their GPS watches during workouts.

Alternatively, participants were also allowed to submit results from their smartphone's health app which offers statistics on their activity ratio.

The information that was collected daily was then fed to MWM's leader board that displayed participants' progress and completion of their workouts, whether it was running, walking, jogging, or cycling.

No better time to support one another than now

MCIS Life is the title sponsor of the MCIS Life MWM race from 2020-2022 as it found this opportunity to be the right medium through which women, men and children can become aware of how even common issues like shared responsibilities in a household can empower women.

It gave away hundreds of free and heavily discounted entry tickets for the race, but its financial contribution to the programme is just one part of its support.

As it wants to position itself as an advocate for women's empowerment too, its team assists MWM to ensure the race has an extended outreach.

This means bringing together a larger number of fitness-oriented individuals who are mainly women (though men and children aren't excluded) of different age groups.

The actual race aside, the event is a month-long affair behind the scenes, involving other activities such as:

- Candid conversations on present day issues affecting women and our society,
- Knowledge sharing sessions involving matters related to sexual harassment and personal safety tips,
- Providing an avenue for women entrepreneurs to showcase their work (a majority of MCIS Life MWM's race kits and merchandise are made by them), and more.

Glimmers of inspiration amidst the bleak pandemic

Bringing the event online had further advantages too—more first-timers were able to join from the comfort of their own homes.

Those who are still WFH have been looking into changing their lifestyles to make time for exercising and achieving personal fitness goals.

The pandemic was also a stark reminder that one's own health and immune system play a huge role in protecting us from illness, creating an urgency to change for the better.

While seeing an improvement in one's health is rewarding enough, a marathon usually rewards winners with medals and other prizes too.

In line with that, the winner of MCIS Life MWM 2021, Chong Mei Sze bagged a sponsored trip to participate in the Shenzhen International Marathon 2021.

It's scheduled to take place in December this year, though with the team keeping a cautious eye on how COVID-19 cases around the world are developing, it's offered Chong the option of joining 2022's international event too.

The team also saw inspirational cases from this marathon, such as a woman who was 34 weeks pregnant completing a 10km run, and a woman under rehab care for a sports injury surgery completing a walking distance of 100km.

Overall, the MCIS Life MWM team considers its first-ever virtual marathon a success and is already brainstorming for upcoming events. Depending on how Malaysia's national COVID-19 vaccination programme goes, the team will tweak its plans.