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MEDIA RELEASE

‘Run Sister Run’ Is All About People Helping People

MCIS Life becomes first life insurer collaborating with Malaysia Women Marathon

Petaling Jaya, Selangor, 20 January 2020 – The only women marathon in South East Asia is set to welcome MCIS Insurance Berhad (MCIS Life) as their title sponsor and will adopt the name ‘MCIS Life Malaysia Women Marathon (MWM)’ for the next 3 years.

This annual event, already in its 8th edition this year, will be held from 6 – 8 March 2020, in conjunction with the International Women’s Day (IWD) at the iconic Padang Timur, Petaling Jaya, Selangor.

MCIS Life stands to be the first insurance company in Malaysia to be a collaborative partner in supporting an all-women’s marathon.

“We are extremely excited to be a part of this one-of-a-kind event held for women. To empower women to their fullest is something that runs deep into the relevance of our brand promise of ‘People Helping People’.

“Beyond the event sponsorship, we view this collaboration as one that will spread a key message amongst all women and men alike, that today, we all live amidst a generation that truly believes in equality and that everything that we do, should be aligned with this in mind,” said Mr. Prasheem Seebran, Chief Executive Officer and Managing Director of MCIS Life.

MCIS Life MWM2020 features 4 distance categories for runners to choose from: Full Marathon, half marathon, 10km and a 5km fun run. There has been a steady increase of runners throughout the years and this year, the run is expected to draw a crowd of 8,000 avid and recreational runners from all categories.

This year, the best Malaysian runner for the Full Marathon category will also receive, other than cash prizes, a guaranteed slot to represent MCIS Life MWM to the prestigious Nagoya Women marathon whilst the Best Malaysian runner for the half marathon category stands to participate in the Women Run Taipei 2020.

Known to also host several other activities alongside the main run focusing on issues central to women, this year’s event carries the theme of United Nation’s IWD 2020 which stands for Generation Equality.

The Beijing Declaration and Platform for Action of 1995 (Beijing Platform for Action) is the most visionary agenda for the empowerment of women and girls, everywhere. Developed at the Fourth World Conference on Women in Beijing, China - known as the largest-ever gathering of gender equality advocates - the Beijing Platform for Action was adopted by 189 governments committed to taking strategic, bold action in 12 critical areas of concern: poverty, education and training, health, violence, armed conflict, economy, power and decision-making, institutional mechanisms, human rights, media, environment, and the girl child.

In 2020, it will be 25 years since the Beijing Platform for Action set out how to remove the systemic barriers that hold women back from equal participation in all areas of life, whether in public or in private.

MCIS Life MWM2020 will be holding several dialogue series in conjunction with the 25th anniversary of the Beijing Platform for Action, some of which will be coordinated by Girl2Leader, an NGO that offers training for female youths.

The activities running concurrently with the race will also see some collaboration with the programs that the Member of Parliament for Petaling Jaya, Yang Berhormat Maria Chin Abdullah, has arranged for the constituency to mark IWD 2020.

About The Run

For this edition, the race kit collection, mini expo and talks will be held from 6 - 8 March 2020, at Padang Timur, Petaling Jaya. The mini expo will showcase local and international vendors with an array of products and services to cater to not just the runners but the public at large. With the assistance of Tourism Selangor, there will be more publicity and international runners participating.

For those who have yet to sign up for the run, head to www.mwm.my and secure your place!

About MCIS Life

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.

100 Years Of Leadership

Founded in 1918 as a life insurance company, Sanlam has become the largest non-banking financial services group in Africa, through its global diversification strategy. With its head office in South Africa, it operates throughout the African continent as well as in Malaysia, the United States, United Kingdom, India and Australia.

Sanlam Operating Clusters

Sanlam is listed on the Johannesburg Stock Exchange and provides a full range of customised financial solutions in all segments of the market through its five business segments: Sanlam Personal Finance, Sanlam Emerging Markets, Sanlam Investments, Sanlam Corporate and Santam. The Sanlam Group sets out a vision focused on creating added value to customers, placing it at the heart of any development strategy. Over the years, it has established itself as a leading player in financial services in the emerging markets in Africa and Asia. In addition, it aims to consolidate its position in the investment solutions segment in certain developed markets.

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