

MEDIA RELEASE

South East Asia's Only Women's Marathon Goes Virtual In 2021

More Options For Distance, Walking & Cycling Category Debuts

Petaling Jaya, 8 March 2021: This International Women's Day is just the motivation you need to stay active in the post Covid-19 era as the MCIS Life-Malaysia Women Marathon 2021 (MLMWM 2021) debuts with a difference.

Aligned with the latest social distancing SOPs, the event is expected to draw over 2,000 runners, joggers, walkers and cyclists, who would be clocking in their distance covered with the help of various digital health applications and devices.

"We've had a lot of request from the public and the fan base of MWM which is South East Asia's only women's marathon, to keep the show running this year. After detailed discussions with the organisers of MWM, we have decided to proceed by allowing all participants to run, walk, jog or cycle indoors or outdoors, in their own venues and submit their results to us electronically," explained Prasheem Seebran, CEO and Managing Director of MCIS Life.

Into its 9th year running, today's race launch was done entirely via Facebook and YouTube featuring prominent women from various industries joining in, namely Elivira Arul, Malaysia's favorite ballad queen and popular actress Vanida Imran.

"Our event has its history tied back to the cause of raising awareness around women empowerment and other associated challenges faced by women. We didn't want to miss the opportunity of celebrating this year's International Women's Day which carries the theme #ChooseToChallenge with a difference.

"Being the only women's marathon in South East Asia, our first event this year goes virtual, provides various distance options, categories and even welcomes cyclists to our growing family. With this, we're hoping women, men and children aged above 15 join us in a fun filled month long event to stay fit and active in accordance with the prevailing SOPs," added Karen Loh, founder of MWM.

Into the second year as the title sponsor, MCIS Life has worked behind the scene with MWM to offer the following options for those keen on registering for the event this time:

- One-month timeline to complete the distance chosen: 8 March – 8 April 2021
- 4 distance options for runners, walkers & joggers to choose from: 50km, 100km, 150 km or 250km
- Cyclists are required to clock in 400km to complete the challenge

- An elite level is available for those attempting to run a full or half marathon in a single attempt

As is the tradition every year, the event will feature various other attractions including exciting contests, opportunity to raise funds for a community cause, live talks on issues relevant to community well-being as well as efforts to bring to light achievements of notable women entrepreneurs, professionals and health enthusiasts.

For more information on discounts for registration as well as details of the race, please visit the social media pages of MCIS Life and MWM.

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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

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