

Promoting healthy eating

> AIA Vitality teamed up with local celebrity chef Malcolm Goh to provide two nutritious takeout meals for the recent Music Run

A RECORD-BREAKING 20,000 runners took part in The Music Run by AIA Vitality held at the Sepang International Circuit in Kuala Lumpur on Oct 15, making this event bigger, better and bolder than previous years.

AIA Malaysia was the presenting sponsor for the third year running - this time under the banner of AIA Vitality, Malaysia's first science-backed health and insurance programme.

This year, the insurer also collaborated with celebrity chef Malcolm Goh to create two delicious and healthy takeout meals for Music Runners to enjoy after the run.

The AIA Vitality Takeout by Chef Malcolm Goh was created to demonstrate that, just like how great music is to be enjoyed and shared, food can also have the same effect while ticking all the nutritional boxes.

It is common for people to treat themselves to a hearty, often calorie-laden, meal after they have worked out because they think they have earned those calories.

The AIA Vitality Takeout by Chef Malcolm Goh was conceived to quash that notion.

Instead, it set out to encourage people to consider healthier options, which are just as tasty, affordable and easy to prepare.

"Most people think that healthy food is expensive and takes time to prepare," said Goh, who was eager to take on this challenge.

"In fact, fresh ingredients are affordable and it can be quite fun handpicking them to use in your daily meals. There are plenty of herbs and spices that you can use to make your meal flavourful.

"If you have kids, get them involved so that they know the nutritional value of what they are consuming, and they learn to appreciate making their own meals from a young age."

The award-winning chef also proved that healthy food need not be bland or boring, by coming up with two low-calorie dishes for Music Runners to enjoy.

The dishes - chicken with a garlic herb spread and onion marmalade on ciabatta bread, and tamarind kaffir lime glazed



(left) Goh ... encourages parents to get their children involved in preparing healthy meals so that they know the nutritional value of what they are consuming, and they learn to appreciate making their own meals from a young age.

prawns with brown rice kerabu - were priced at an affordable RM8. A total of 3,000 packs were prepared by Goh and all were sold out.

AIA Bhd's head of AIA Vitality Tung Hsiao Ley said: "We are delighted with the success of this campaign.

"As Malaysia's leading life insurer, we want to play an active role in empowering Malaysians to take better

care of their health.

"While we know that exercising regularly is key, good nutritional habits are also vital to living healthy.

"This campaign has been a great platform for us to encourage Malaysians to take a good look at their daily eating habits."

Tung added that AIA Vitality is about helping people achieve their health goals using small and simple steps.

"Through this campaign, we've shown them that healthy eating is simple to achieve.

"We hope

people will be inspired to create healthy meals for themselves more regularly, based on what they've learnt from Goh."

The AIA Vitality Takeout by Chef Malcolm Goh campaign also echoes the core idea of The Music Run - that taking the first step to a fit and healthy lifestyle is not hard, but can also be very fun and enjoyable.

The Music Run by AIA Vitality is a five-kilometre fun run where participants can run, walk or dance on Malaysia's iconic F1 race track to songs from five music genres - rock, pop, old school, hip hop and dance.

This global phenomenon also presented participants with a night-long music festival at the end of the run, complete with entertainment and fun activities at the Music Village.

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- Tung Hsiao Ley

