

SELANGOR

Racing to stay active and healthy

Digital event attracts runners all over the nation who have fun reaching their goals

MAINTAINING one's health during this challenging time has not been easy.

It is undeniable that the pandemic has put a hold on many things, with mass participation events being one of them.

Adapting to the challenges caused by the pandemic, District Race Malaysia by AIA Vitality and executed by District Technologies rose to the occasion and made a return by providing a digitally engaging and fun urban exploration experience.

This year's event was more attractive as participation was open nationwide and it was free.

This gave equal opportunities for runners across Malaysia to participate.

Launched on March 1, the race provided users with a fun way to lead an active life and to stay happy and healthy.

The four-month event became an instant hit with casual runners in Malaysia; including those who enjoy walking.

AIA Bhd chief marketing officer Heng Zee Wang said he was overwhelmed by the response.

The event managed to exceed its initial target of 10,000 sign-ups, with over 11,000 participants,

vying for the chance to take home the grand prize — the Proton X50.

One of the contributing factors to the overwhelming response was the flexibility of participation.

The District app was enhanced to be more user-friendly.

By simply stepping out of the house, switching on the app, pressing start and navigating their journey towards checkpoints, participants could earn points.

With no set route or distance and checkpoints available everywhere, participants or explorers were able to create their own strategy by either walking or running at their own pace.

Participants were also able to link their GPS-supported devices to the app and earn points for any walking or running activity.

Points collected were then credited towards the overall leaderboard.

Prizes up for grabs via lucky draw included over 40 items such as Garmin watches and Adidas gear.

District Technologies marketing head Josh Tendler said what the digital event lacked in physical interactions was made up for in flexibility.

He said participants were able to

stay active together through virtual interactions.

Chong Zee Min, 31, from Penang, won the Proton X50.

"The event itself inspired me most as it turns exercising into a fun and unique experience while exploring many interesting areas of my city that I would have otherwise missed out," said Chong, who was thrilled to win the grand prize.

For overall male, the first place went to Jimmy Lim, who won a Garmin Fenix Watch.

He was followed by Chew Soon Yong in second place and Yew Hoe Liew in third place.

Chew and Yew took home RM1,000 and RM500 Adidas vouchers respectively.

For overall female, Lynn Ooi came out tops winning the Garmin Fenix watch, followed by Ooi Ai Lyn and Teoh Seow.

Al Lin and Teoh took home RM1,000 and RM500 Adidas vouchers, respectively.

The biggest overall team — AIA District Family with 40 members — took home free merchandise packs for each member.

District Race Malaysia also hosted a series of campaigns throughout the four-month event.



Lynn Ooi takes home a watch for winning the overall female category.

The Get Fit for Charity campaign rallied runners across Malaysia to come together in solidarity for National Cancer Society Malaysia (NCSM).

The challenge was to collectively hit the goal of 5,000,000 points, with AIA committing to donate RM1 for every 100 points scored during the campaign period.

While the challenge was set for April 12 to May 16, the target was met well ahead of time, hitting the overall goal by May 4.

Thanks to participants' collective efforts, the charity event raised RM50,000, which was donated to NCSM.

Besides collecting points for the

charity, the top average team score challenge was also conducted to motivate runners to keep their points rolling.

Team Sonic took home RM10,000 cash.

In June, a social media contest went live, asking users to post a photo, video or story to their Facebook or Instagram of them taking part in District Race Malaysia by AIA Vitality, along with proof of an activity of at least 2,000 points.

Lucky winners were chosen based on creativity and they walked away with prizes such as Garmin watches, Adidas vouchers, and Garmin merchandise packs.