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Dancing their way to the finish line

MORE than 15,000 Music Runners not only set the Sepang International Circuit rocking on Oct 10 but also marked a milestone this year for achieving the most number of participants in a fun run in the *Malaysian Book of Records*.

Powered by Spotify, participants had the opportunity to run, dance and party to songs that they had voted for from five different music genres – rock, pop, old school, hip hop and dance.

Martin Capstick, the executive director of Exceed Sports & Entertainment, the promoter of The Music Run, said: "We are proud to continue the resounding success of The Music Run by AIA in Malaysia, as the run has gathered an increasing legion of fans throughout Asia.

"The powerful combination of music and running creates an amazing experience for casual runners and music lovers alike, and the strong turnout from the Malaysian community proves that The Music Run is a unique fun run.

"The Music Run is fast becoming a household brand across Asia and we are excited to be a part of this

growing phenomenon."

Capstick added that AIA had played a pivotal role in the fun-run's growth since its inauguration last year in Kuala Lumpur, which was also the world's first Music Run event.

The insurance giant has also helped bring the phenomenon to other major cities in Asia like Bangkok, Singapore, Manila and Shanghai.

This year's edition kicked off in the late afternoon at the Sepang International Circuit and the high energy continued on at The Music Village for the after-party that

featured a performance by Australia's DJ Gregggy.

Local music acts like Paperplane Pursuit and Darren Ashley kept the atmosphere lively with their amazing performances, while radio deejay Linora Low kept the crowd's energy high.

The Music Run by AIA Kuala Lumpur final day playlists can be found at The Music Run profile on Spotify.

For more, visit The Music Run (Malaysia) website.

