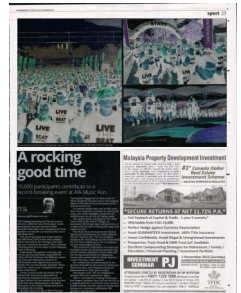


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A rocking good time

15,000 participants contribute to a record-breaking event at AIA Music Run

story by
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THE Sepang International Circuit roared alive in a different way when some 15,000 participants ran and danced to their favourite beats that were pumping out from speakers around the racetrack at this year's AIA Music Run.

This year's participation leaped almost two-fold from 8,000 at last year's edition which was held at the Selangor Turf Club and set a record as this year's "Most Number of Participants in a Fun Run" in the Malaysia Book of Records.

Tunes from five genres: rock, pop, old school, hip hop and dance separated the 5.5km stretch of tarmac into different zones and were pre-selected by runners in collaboration with digital music partner, Spotify. The concert-quality speakers which lined the entire track, completed the great music experience.

A mass zumba warm-up session led by Fitness First instructors generated an electrifying atmosphere from as early as 4.30pm before the run started off in the late afternoon and culminated in a energetic after party at the Music Village that lasted throughout the evening.

AIA Bhd chief executive officer Anusha

Thavarajah flagged off the first wave of Music Runners who grooved to the rousing beats of *We will rock you* by Queen in the AirAsia Rock Zone.

As runners made their way on the track, they were treated to activities in each music zone, one of the highlights being the AIA mobile party bus in the AIA dance zone.

The party mood continued at the After Party held in the Music Village, as Australia's DJ Gregggy kept energy levels at a high with his mix of feel-good songs and upbeat tracks.

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

"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," said Capstick.

He credited AIA as instrumental in the growth of the Music Run since its Malaysian debut last year, and helping to bring the phenomenon to other parts of Asia.

Thavarajah said, "We are delighted to sponsor this year's Music Run again.

"AIA is committed to helping Malaysians live longer, healthier lives and we see this as a unique platform to promote more positive health attitudes and the spirit of community among our customers, employees, life planners and partners."

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Thousands of participants making their way on the race circuit at the AIA Music Run in Sepang.