

Goh-Izzuddin appointed insurance company ambassadors

KUALA LUMPUR: AIA Malaysia has appointed men's doubles shuttlers Goh Sze Fei and Nur Izzuddin Rumsani as health and wellness ambassadors, in line with efforts to empower Malaysians to practise a healthy and balanced lifestyle.

AIA Malaysia chief executive officer Ben Ng said they believe in the power of sports to spark positive changes.

"Sports build resilience, focus and balance - qualities that go beyond the court and have an impact on everyday life. Sze Fei and Izzuddin reflect these values through their dedication and achievements," he said in a statement.

Sze Fei and Nur Izzuddin stressed that success in sports does not merely depend on physical strength and skills.

"We have experienced it ourselves as to how sports shape personality and build mental strength.

"Sports also teach us the meaning of consistency. It is more than just a competition - it's a way of life," said Sze Fei.

As ambassadors, they will support various AIA initiatives by sharing their experiences as professional athletes and emphasising the importance of taking small but consistent steps towards long-term well-being.

AIA Malaysia is confident that the commitment and inspiring journey of Sze Fei-Izzuddin will motivate Malaysians to stay active and take meaningful steps towards living a healthier, longer and meaningful life. —
Bernama