



Enthusiastic runners at the flag-off.



The Music Run by AIA Vitality 2016 saw its biggest ever turnout with 20,000 participants.

# 20,000 run along to five music genres

## Music-powered event sees highest number of participation since 2014

THE Sepang International Circuit rocked to a different beat as 20,000 Music Runners ran and danced through a 5km route called "The Sound Track" – pulsating with music of various genres.

The Music Run by AIA Vitality, a 5km running and music festival, brought the fun back to Kuala Lumpur for the third consecutive year. It is a non-competitive fun run, split into five 1km Music Zones – Rock, Pop, Old School, Hip-Hop and Dance. Kuala Lumpur played host to the inaugural Music Run in 2014.

The event has since been experienced by more than 100,000 participants across 12 events and nine cities from Singapore to Hamburg, making it among the fastest growing fun run events in the world.

The event, organised by Exceed Sports and Entertainment, kicked-off at 3.30pm and ended with a Music Festival, complete with entertainment and fun activities at the Music Village.

AIA Bhd has been instrumental in the growth of The Music Run since its Malaysian debut in 2014.

Exceed Sports and Entertainment senior vice-president Chris Cable said, "The run represents a new generation of fun run events, where participants can actively shape and share in the experience they have at the event.

"We are glad to have the support of AIA Vitality in bringing the beat back, and together, we hope to inspire more Malaysians to lead a healthy lifestyle."

AIA Bhd chief executive officer Anusha Thavarajah said, "We are thrilled to be playing host to The Music Run in Kuala Lumpur for the third year, this time under the banner of AIA Vitality, Malaysia's first science-backed health and insurance programme."

"The Kuala Lumpur event has broken its own record by attracting 20,000 Music Runners.

"We are happy to see even more people joining in the fun this year and embracing what it means to be healthier," Anusha added.

The event started on a high note at the Music Village with a pre-party featuring Malaysian pop-sensation girl group De Fam.

The trio, who first exploded into the Malaysian music scene last year with their popular single *Supergirls*, enthralled the crowd with their performance of signature tunes including the recent chart-topping hit *With You*.

After a Zumba warm-up, participants then ran the track that was lined with more than 120 speakers which delivered hit songs across the five music-themed zones.

In partnership with Spotify, the run empowered participants to control the soundtracks of the run

by voting for their favourite songs in the build-up to the event.

Voting was done online via a Spotify "Music Voting App" and songs with the most votes made the official run playlist.

The different Music Zones also delighted participants with entertaining activities.

At the Rock Zone, runners posed with Harley Davidson bikes while in the Petron Pop Zone, the runners struck poses with fun photo cutouts of petrol pumps, Pokeballs and Pokestops.

In the AirAsia Old School Zone, the runners splashed around the water-fight area and experienced selfie and wifie moments with cut-outs of pop stars and old school bands.

Runners also got an opportunity to unleash their creativity on the Graffiti Wall in the Hip-Hop Zone, while in the Dance Zone, seven larger-than-life Foam Cannons blasted out foam bubbles turning the zone into a roaring foam party.

At the Music Village, the AIA Vitality Bag Jump and Dance-Off, AirAsia Dunk Tank, Petron Hangmen Stations and Gladiator Fight, Berjaya Climbing Wall and Sumo Football were clear favourites at the event.

Participants were also treated to the AIA Vitality Takeout by Chef Malcolm Goh, an award-winning



(From left) AIA Health Services chief officer Jamie Yu, Exceed Sports and Entertainment co-founder and chief executive officer Martin Capstick, Anusha and AIA Bhd general counsel Datin Veronica Selvanayagi flagging off the first wave of Music Runners.

chef who created two low-calorie healthy meals for runners to enjoy after the run. The takeout meals were created to demonstrate that just like great music is to be enjoyed and shared, food can have the same effect while ticking all the nutritional boxes.

Each takeout option was priced at RM8 to rebut the popular belief that healthy meals are costly. A total of 3,000 packs was prepared by Goh and sold out completely. Elevating the Music Festival was

Australian DJ Sam Withers who took to the decks with a set of expertly-mixed dance tracks, served against a stunning backdrop of laser lights and a riveting pyrotechnic show.

Withers is a staple at the various Music Runs around the world and played tunes that kept the crowd grooving till the end.

For more details, visit [www.themusicrun.com](http://www.themusicrun.com), Facebook page (@TheMusicRunMY) or YouTube Channel (@TheMusicRunGlobal).