

## **AIA, Beckham call on M'sians to lead healthy lives**

**KUALA LUMPUR:** Malaysians were thrilled to welcome international football and lifestyle icon David Beckham, who was in Kuala Lumpur last Friday as part of the AIA Healthy Living Tour.

The Tour, which included stops in Hong Kong, South Korea and Singapore, was held in conjunction with the formal launch of “What’s Your Why?”, AIA’s major new campaign in the Asia-Pacific region that saw the insurer and Beckham coming together to help people live longer, healthier, better lives.

Beckham is also the face of the “What’s Your Why?” campaign, which he launched at an event held at Mandarin Oriental, Kuala Lumpur earlier last Friday.

The “What’s Your Why?” campaign features a video that was directed and filmed by Academy Award winner, Wally Pfister, on location in Bangkok. It showcases personal stories of people and their motivations for leading a healthy lifestyle, including why Beckham himself leads a healthy life.

Anusha Thavarajah, chief executive officer of AIA Bhd, said “David is someone respected and admired internationally. We are honoured to partner with him to inspire people across Asia-Pacific, including here in Malaysia, to take better care of their health”.