

AIA Malaysia has joined forces with newly-appointed ambassador **Nicol David** as it advances its mission to help Malaysians live healthier and longer lives.

Nicol will play an active role in promoting AIA's efforts in empowering Malaysians to improve their health and well-being through the insurer's key pillars of "move well, eat well, rest well and plan well".

Announcing the partnership last week, AIA Bhd chief executive officer Ben Ng said, "We are delighted to welcome Nicol, who has made such a positive impact on the global sporting scene, to the AIA family.

"This partnership could not be timelier, as we see a heightened awareness on the importance of health among Malaysians, especially during the past few months.

"We are excited to work hand in hand with Nicol, an iconic role model for Malaysians whose popularity cuts across generations, to encourage and inspire people to take good care of themselves and

Insurer welcomes squash queen as its ambassador

their families."

With an impressive squash career spanning 19 years, Nicol has been a national sports hero who has represented Malaysia on the global level, making her a household name and an undoubtedly powerful force in unifying Malaysians.

During her illustrious career, Nicol dominated the global rankings by winning eight World Titles and held the World No 1 position for a total of 109 consecutive months.

She won her first World Title at the tender age of 15, making her the first Malaysian athlete to win a World Title at that age.

Additionally, Nicol was voted GOAT (Greatest Of All Time) by

squash and sports fans — a fitting accolade for an athlete who also has nine Asian Titles under her belt.

"Health has always been my priority, be it in my professional career as an athlete or my own personal conviction as an individual.

"This is why AIA is a natural fit for me and I am happy to be able to support their initiatives for a healthier and better Malaysia. I am especially excited to be a part of this community, motivating each other to stay on track of our health goals and inspiring others to join a truly beneficial programme," said Nicol.

After announcing her retirement in 2019, Nicol's position as a

role model to Malaysians across all generations remains strong as she continues to contribute to the sport while empowering the younger generation to stay fit and active.

In addition to being the face of the insurance company, Nicol will also be playing a specific role in championing AIA Vitality, AIA's unique behavioural change programme that puts individuals in control of their health, life and well-being.

Nicol will champion AIA Vitality to motivate its members and Malaysians to make positive, healthy choices.

