



## NEWS RELEASE

### Your Music Your Beat: *The Music Run by AIA* Takes Off in Malaysia!

- *The most interactive 5KM fun run*
- *Five 1KM music zones for every music runner's moment powered by Spotify*
- *Five unique Spotify music playlists determined by participants through online voting*
- *No time clock encourages fun running experience for everyone*
- *Linora Low, Patricia Knudsen, Poova Plachciak, and Reem Shahwa unveiled as The Music Run Brand Personalities*

**KUALA LUMPUR, 20<sup>th</sup> February 2014** – Calling all music lovers and running enthusiasts: get ready to get your fist pumping and your heart thumping because The Music Run™, the most interactive 5km fun run on the planet, has arrived in Malaysia!

Slated for 23 March 2014 at Selangor Turf Club, Sungai Besi, *The Music Run by AIA* promises a running experience unlike any other as music fans can walk, run, or dance through five 1km music zones: Pop Divas, Indie Rock, Pop Kings, Hip Hop and Dance Music. The music zones are powered by Spotify, the world's most popular music streaming service.

In line with the run's tagline '**Your music, Your beat™**', all participants who register can vote online for their favourite track from each of the 5 music genres. The 10 most popular tracks from each music genre will then be selected as Spotify's music zone playlists for the actual run.

The Music Run™ is owned by Fresh Events Global and promoted by Exceed Sports & Entertainment. AIA Bhd. has come on board as the Presenting Sponsor for the Kuala Lumpur run.

Bill Lisle, CEO of AIA Bhd. said "AIA is very committed to helping Malaysians live longer, healthier lives and hence we are proud to have the opportunity to present this unique running experience which combines fun and the spirit of community while promoting healthy living."

Other sponsors include Spotify as the Official Digital Music Partner, New Balance as the Official Apparel, Hotlink as the Official Telco Partner, Fitness First as the Official Fitness Partner, AirAsia as Official Airline and 100Plus as the Official Beverage. RedFM is the Official Radio while other Media Partners include TimeOut KL, Expatriate Lifestyle, and Men's Health Magazine.

Joining the excitement of total music immersion whilst running to the beat are Brand Personalities Patricia Knudsen (DJ, Model, Host and TV presenter), Linora Low (DJ, Host and TV Host), Reem Shahwa (TV Presenter) and Poova Plachciak (Singer Songwriter). Each embodies the spirit of The Music Run through their passion for music and living healthy lifestyles.





As the brainchild of Fresh Events Global, Director Sam Middlehurst believes that The Music Run's combination of music and running form a powerful connection with today's modern generation.

"Music and running have always gone hand in hand in a way that allows fitness buffs and casual runners alike to enjoy running to the rhythm of the beat. With The Music Run, we are excited to build a community of Music Runners who we put at the heart of this experience by inviting them to decide the songs they want to listen to during the run. By bringing together music lovers and running enthusiasts, we also seek to promote healthy living in a fun way through a one-of-a-kind fun run," he said.

Unlike other marathons and themed running events, The Music Run™ has no time clock which means anyone of any fitness level can join in the fun and complete the run at his or her own pace. "We have seen over the years that people from all walks of life want to have fun and challenge themselves in an enjoyable, non-competitive way. Hence, we hope that this unique collaboration of music and running will help encourage everyone to get out of their homes for a fun, healthy and enjoyable experience!" added Middlehurst.

True to its fun philosophy, *The Music Run by AIA* will end its programme with a fist-pumping music festival at the finish zone that will surely keep its participants partying after a good workout to end a perfect day.

The Music Run™ also focuses on giving back, and we will be donating 10% from race entry to two charities – Purosangue (<http://www.purosangue.eu>) and are working with AIA Bhd to identify a local charity.

Participants can register at <http://www.themusicrun.com>. Each ticket is priced at RM70 and payment will be done online along with voting for your favorite tracks. Group registrations of four members and above are entitled to a 5% discount. Each participant will receive a running pack that includes *The Music Run by AIA* branded Dri-Fit shirt, a drawstring bag produced by New Balance, 3-day Fitness First pass, a car bumper sticker, temporary tattoo, wrist band as well as lots of other goodies.

For more information, kindly visit the <http://www.themusicrun.com> or our Facebook page at <http://www.facebook.com/themusicrunglobal>.

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### **About The Music Run™**

Owned by Fresh Events Global and promoted by Exceed Sports & Entertainment, The Music Run™ is the newest, most interactive 5km fun running experience on the planet.

Featuring five music zones across five kilometers, The Music Run™ wants participants to decide the music they want to run to. Participants vote online for their favourite tracks, the most popular of which form the playlists for the actual run. Each music zone is powered by Spotify, the world's most popular music streaming service.

With music, running and participation at its heart, The Music Run™ is an un-timed, non-competitive fun run that doesn't require a strict training routine. Targeted at people of all ages and fitness levels The Music Run™ is all about being active and having a good time whilst listening to great music selected by participants.

This world first event will be coming to Kuala Lumpur, Malaysia on March 23rd 2014 followed by other cities to be announced soon.

[www.themusicrun.com](http://www.themusicrun.com)

### **About AIA Bhd.**

AIA Bhd., formerly American International Assurance Bhd., is a leading insurer in Malaysia, where we have been privileged to do business since 1948. We offer a suite of high quality products including Protection, Health, Personal Accident, General Insurance, Employee Benefits, Retirement and Family Takaful options to meet our customers' protection and financial security needs at every life stage. Through our wide and diverse distribution footprint which comprises a tied agency force of close to 17,000 members, our exclusive bank partner's branches nationwide as well as corporate sales teams and brokers, we give our customers the choice of deciding how, when and where they connect with us.

Part of the AIA Group, the largest independent publicly listed pan-Asian life insurance group, AIA Bhd. in Malaysia has the financial strength, experience, service centre network as well as a well-trained team of more than 2,000 staff to serve its over 2.6 million customers nationwide. As at end 2012, AIA Bhd.'s total asset worth was RM23 billion, with a paid-up capital of RM242 million.

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### **For media queries, please contact:**

Cohn & Wolfe

Jonathan Tan / Yvonne Loke / Rachel Wong

Telephone: +603 2035 5455, Fax: +603 2035 5456

[jonathan.tan@cohnwolfe.com](mailto:jonathan.tan@cohnwolfe.com) / [yvonne.loke@cohnwolfe.com](mailto:yvonne.loke@cohnwolfe.com) / [rachel.wong@cohnwolfe.com](mailto:rachel.wong@cohnwolfe.com)

