PRESS RELEASE
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Men’s Health Women’s Health Night Run by AIA Vitality – Malaysia’s Largest Night Run Series!

Night run becomes Malaysia’s largest run series
AIA Vitality announced as official Title Sponsor
33,000 runners to participate in Penang, Putrajaya and Johor

Kuala Lumpur, 7 January 2016 – Runners can expect three times the fun from the Men’s Health Women’s Health Night Run by AIA Vitality as the popular night run series goes nationwide!

In addition to Putrajaya, the Men’s Health Women’s Health Night Run by AIA Vitality will now also take place in Penang and Johor, making this the largest run series in the country.

In total, 33,000 runners will enjoy the starlit scenery of three of Malaysia’s most exciting and liveliest cities as they challenge themselves over a 5km, 12km or 21km course. Entry fees are set at RM78, RM88 and RM98 respectively for these distances, with a 10% discount for anyone running all three.

Runners who do complete all three runs will also be rewarded with a unique “trifecta” medal - a three-in-one medal that clips together – as a special memento to commemorate the experience and achievement.

Each participant will also get an exclusive high quality running shirt, fantastic goodie bag of gifts and cash vouchers at each of the three locations.

The first run will take place on the shores of Penang on 2 April 2016, followed by Putrajaya on 30 July 2016 and Johor on 7 January 2017 – one year from today! Each race will have its own colour scheme, which will be reflected in the running shirts, medals, and on-site branding: orange for Penang, red for Putrajaya, and blue for Johor.

The expansion of the night run series occurs as Men’s Health and Women’s Health announce AIA Vitality as the official title sponsor.
AIA Vitality which is to be launched by AIA Malaysia later this year is a wellness programme designed to encourage and empower Malaysians to take sustained steps towards healthy living lifestyles. AIA Vitality provides the knowledge and tools for members to improve their health, and rewards them for their effort through a variety of lifestyle rewards with partners as well as additional benefits on selected insurance plans purchased.

“The outstanding success of the Men’s Health Women’s Health Night Run in 2015, which sold out 7,500 spaces in just a few weeks, inspired us to expand the event and create Malaysia’s biggest run series,” explains Graham Paling, Group CEO of Mongoose Publishing Sdn Bhd, the publishers of Men’s Health and Women’s Health in Malaysia.

“To deliver this enhanced experience, we needed a partner who shared our ambition and desire to present an event that reaches more Malaysians, so they too could enjoy the experience of running with Men’s Health and Women’s Health. We could ask for no better partner than AIA, and we are proud to announce that this series will be called the Men’s Health Women’s Health Night Run by AIA Vitality.”

“It is a great pleasure to work with a wonderful brand like AIA which shares our brand values of helping Malaysians improve their lives and making themselves healthier in every sense of the word.”

AIA Bhd.’s Chief Marketing Officer, Thomas Wong says, “We are proud to be the official title sponsor of the Men’s Health Women’s Health Night Run by AIA Vitality. The race provides a platform to celebrate vitality as a wellness goal, because being healthy is not just about looking good, it is about feeling good as well. By joining the Men’s Health Women’s Health Night Run by AIA Vitality, every individual can be empowered to feel better, healthier and ready to take on 2016 with a more positive mind set.”

With many other sponsors in addition to AIA Vitality joining the night run series this year, runners can expect many fun and exciting activities on each of the running days. The Men’s Health Women’s Health Night Run by AIA Vitality runner’s village will keep visitors entertained before and after their runs.
The Race Director for the Men’s Health Women’s Health Night Run by AIA Vitality will be 21st Century, who also directed the night run in 2015. The categories for the 12km and 21km races will be Men’s and Women’s Open and Men’s and Women’s Veteran, in addition to the 5km.

The flag off for the Penang leg of the run will be at 8.00pm, where the starting point will be at Queensbay Mall in Georgetown, Penang.

Registrations for the race will open from today, 7 January 2016 and runners interested in signing up can find out more information and click to register at www.mens-health.com.my/nightrun or www.womens-health.com.my/nightrun.

For more information on Men’s Health Women’s Health Night Run by AIA Vitality, please visit:

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https://www.facebook.com/Menshealthmalaysia
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About Mongoose Publishing
Mongoose specialises in providing high-quality media platforms across print, digital, social, video and events. Mongoose brands include Time Out Kuala Lumpur, Time Out Malaysia for Kids, Time Out Singapore, Time Out Malaysia guides, Esquire Malaysia, Esquire Singapore, Expatriate Lifestyle, ELLE Malaysia, Men’s Health Malaysia and Women’s Health Malaysia. With a guiding principle of ‘Communicating with Integrity’, Mongoose utilises its international experience spanning three decades and four continents to successfully bring editorial, design, marketing, PR, communications and web-based best media practice to Southeast Asia.

About Women’s Health
Women’s Health propels 22 million consumers into action, providing the motivation and the inspiration for them to make instant, positive changes in their lives. Launched in October 2005 and published 10 times a year by Rodale Inc., Women’s Health has quickly grown into a multimedia brand that includes branded books, mobile applications, and renowned events. The magazine has received numerous industry accolades including the 2011 ASME National Magazine Award in the category of General Excellence in Fashion, Service, and Lifestyle and was also nominated for the ASME of General Excellence again in 2013; included on Adweek’s annual Hot List two times and is nominated for a third in 2013; and was named Advertising Age’s 2009 Magazine of the Year and also listed among their 2013 A-List winners. For more up-to-the-minute information, visit www.womenshealthmag.com and get instant updates via Twitter (@WomensHealthMag) and Facebook (Women's Health Magazine). Women's Health Malaysia has been published under licence in Malaysia by Mongoose Publishing since March 2015 www.womens-health.com.my @WomensHealthMy

About Men’s Health
Men’s Health is the world’s number one source of information for and about men. It is the brand for active, successful, professional men who want greater control over their physical, mental and emotional lives. Men’s Health gives men the tools they need to make their lives better through in-depth reporting covering everything from fashion and grooming to health and nutrition as well as cutting-edge gear, the latest entertainment, timely features and more. With 40 editions worldwide, Men’s Health is the world’s largest men’s magazine with global online presence found at www.menshealth.com Men’s Health Malaysia has been published in Malaysia since 2004, Mongoose Publishing taking over the licence since January 2014 www.mens-health.com.my @menshealthmalaysia

About AIA Bhd.
AIA 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 solutions to meet our customers’ protection and financial security needs at every life stage. Through our wide and diverse distribution footprint which comprises a 14,000-strong Life Planner force, 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. has the financial strength, experience, service centre network and a well-trained team of more than 2,000 staff to serve our 3 million customers nationwide. As at 31 May 2015, AIA Bhd.’s total asset worth was RM47 billion, with a paid-up capital of RM767 million.