

A running event empowers runners to help their preferred cause through active participation

Where the heart is

WITH participation from 6,500 runners this year, AXA Hearts in Action Run 2019, held for the fifth year, has raised RM100,000 for five non-governmental organisations for various initiatives.

Themed "Know You Can Make A Difference", the event was aimed at encouraging Malaysians to run for better health and at the same time champion a noble social cause close to the brand's heart.

The run allowed runners to select their race shirt colour in support of five social causes — the environment, children, kidney, heart and cancer.

In an effort to deliver the best possible running experience to all runners, AXA for the first time introduced the half marathon



The AXA Hearts in Action Run 2019 received overwhelming participation from some 6,500 runners committed to running for better health and social causes.

(21km) category, in addition to the 12km, 6km and virtual run categories.

COMPETITIVE DISTANCE

Chief Executive Officer of AXA Emmanuel Nivet says that aside from providing runners with a more challenging and competitive distance, there is also the company's commitment to help build a more sustainable society.

"By working with five partners for AXA Hearts in Action Run 2019, we strive to drive social inclusion, protect the environment and children, and promote health risk prevention to build a sustainable community.

"We are truly humbled to receive strong support from both new and returning runners who have given us the opportunity to bring positive changes to the community, without which the run would not be the event that it is today," he added.

BIG HELP

Over the past five years, AXA Hearts in Action Run had successfully attracted

around 20,000 runners and contributed over RM500,000 to WWF-Malaysia, World Vision Malaysia, National Kidney Foundation of Malaysia, National Cancer Society Malaysia and Yayasan Jantung Malaysia.

The contribution had helped to support the following initiatives:

- National Kidney Foundation: Aid 500 dialysis sessions for patients at 28 dialysis centres.
- World Vision Malaysia: Community development programme in Mukim Tulid and Mukim Tatalaan in Sabah which has helped over 2,500 people in 10 villages.
- Yayasan Jantung Negara: Support health screening programmes and health talks to educate Malaysians in rural areas such as Tumpat in Kelantan and Labis in Johor.

The run is organised annually in association with the AXA Hearts in Action corporate responsibility programme, a global corporate responsibility programme introduced in 1991 for employees to carry out volunteering activities by contributing time, sharing skills and raising funds.



Runners could choose the colour of their running shirts in support of five social causes.