

Braving the heat for a good cause

It was 12.30 in the afternoon last Tuesday when participants of *The Edge* Kuala Lumpur Rat Race 2016 began streaming into the starting and finishing point at Malaysia Tourism Centre in Jalan Ampang.

Among the early birds was Feruni Ceramiche Sdn Bhd's team, who came dressed in the company's Feruni Tiling Academy tilers' aprons, yellow Wellington boots and safety helmets.

"We are least affected by the hot weather. We are very excited about this event. The race is a very good way for us to give back to the community," Feruni director and general manager of operation Gidget Lim told *The Edge* before the start of the run, which is being held for the 16th time this year.

"We trained together to build up our stamina. The race also created an occasion for us to bond with our colleagues."

The temperature soared to 35° C, but it did not affect the spirit of the participants.

In fact, most of them took part in a warm-up session conducted by a trainer from Celebrity Fitness.

By 3pm, most participants were milling around the starting point of the charity run.

This year's Rat Race collected RM1.314 million, 70% of which will be channelled to 15 charitable and non-governmental organisations to support their training and education programmes.

The balance of the proceeds will go to *The Edge* Education Foundation for its English and financial literacy programmes, which are aimed at equipping underprivileged stu-

dents in selected secondary schools with skills they need when they leave school.

At 3.30pm, the CEO race was flagged off by Eco World Development Group Bhd president and CEO Datuk Chang Kim Wah.

Fifteen minutes later, Affin Hwang Asset Management Bhd managing director Teng Chee Wai flagged off the runners for the senior, open and mixed categories.

There were about 500 runners, including 49 CEOs, who represented 52 companies.

Inspired by the Carey Wall Street Rat Race in New York, participants were encouraged to run in their work attire in Kuala Lumpur city centre.

According to *The Edge* Media Group publisher and CEO Ho Kay Tat, the Rat Race has raised over RM20 million since its inception 16 years ago.

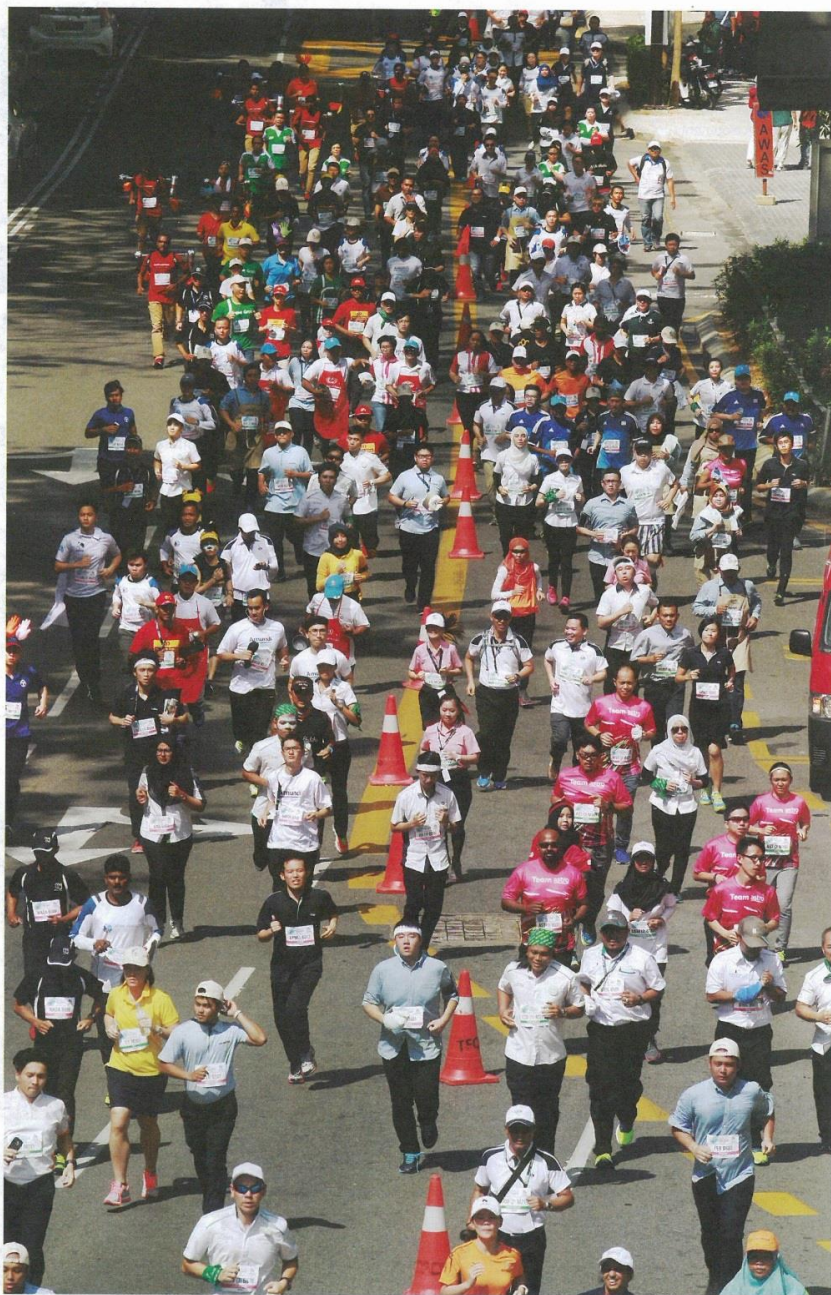
The race has been regarded as an annual must-attend social responsibility event for Corporate Malaysia.

"This was my third run ... a fun thing to do and at the same time, we are helping the needy," Matrix Concepts' head of corporate legal department Ong Eng Hock said after the race.

For Vistage Malaysia Sdn Bhd chairman Richard Wong, it was his maiden race. He said he was happy that the company was given an opportunity to contribute. "It feels good to do something for the community," he added.

Complaints about the searing heat of the sun were heard among the runners.

"Half way through [the race], I



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was worn out ... it was my first Rat Race," said Land & General Bhd chief financial officer Wong Keet Loy.

Ernst & Young Advisory Services Sdn Bhd partner Robert Yoon, who ran in his business suit, regarded his participation as a personal "break-through".

"With my business suit and tie on, it was very hot. I have run a full marathon [before], but this was more challenging," he said.

Yoon was not the only one in a business suit; Khazanah Nasional Bhd research and investment strategy director Imran Ahmad even had a briefcase with him.

"I just focused on the race and not let my attire bother me, but it was really hot ... I was wondering to myself, 'why am I doing this?' I couldn't wait to reach the finishing line, but I was okay," said Imran, who



not only completed the 1.5km in the CEO category but was also named best-dressed CEO.

"I will do this again next year, and I will make sure I will be fitter by then."

Prizes were presented to winners of 16 categories, including the CEO, senior, mixed and open team as well as team spirit and best-dressed team.

Supporters made the event all the more exciting. S P Setia Bhd's supporters came with "war drums" to cheer their team while others waved decorative banners. A team even performed a lion dance.

After the race, the attendees adjourned for dinner at Saloma Bistro & Theatre Restaurant. They were also entertained to a performance sponsored by Astro Malaysia Holdings Bhd.

Ho thanked the attendees and partners for making the race a success.

"I looked at my phone, it showed 35° Celsius, but it felt like 37°," he said.

"You guys and girls are truly awesome and amazing. I think all the beneficiaries and us from *The Edge* owe you a big thank you for running in that heat."

This year's race was powered by Eco World Development and partnered by Affin Hwang Capital. The gold sponsors were Feruni Ceramiche and Matrix Concept Holdings. Vistage Malaysia Sdn Bhd was the silver sponsor while Land & General and Lendlease Projects (M) Sdn Bhd were the bronze sponsors. Astro Malaysia Holdings was the official TV and radio sponsor. Fraser and Neave (M) Sdn Bhd's 100 Plus was the official drink sponsor. **E**



The Edge Kuala Lumpur Rat Race 2016 Collection (as at March 25, 2016)

| COMPANY | AMOUNT (RM) | TEAMS |
|---|------------------|-----------|
| Aberdeen Asset Management Sdn Bhd | 18,000 | 1 |
| Affin Hwang Capital Bhd ** | 66,000 | 6 |
| AIA Bhd | 32,000 | 2 |
| AmBank Group | 18,000 | 1 |
| Amundi Malaysia Sdn Bhd | 18,000 | 1 |
| Astro Malaysia Holdings Bhd ***** | 18,000 | 6 |
| Axcelasia Inc | 18,000 | 1 |
| Axis REIT Managers Bhd | 18,000 | 1 |
| BCG Sdn Bhd | 18,000 | 1 |
| BHIC Aeroservices Sdn Bhd | 18,000 | 1 |
| CIMB Investment Bank Bhd | 32,000 | 2 |
| Credit Suisse Securities (Malaysia) Sdn Bhd | 18,000 | 1 |
| Deloitte | 18,000 | 1 |
| DKSH Malaysia Sdn Bhd | 18,000 | 1 |
| Eco World Development Group Bhd * | 66,000 | 6 |
| Ernst & Young Advisory Services Sdn Bhd | 18,000 | 1 |
| Feruni Ceramiche Sdn Bhd *** | 44,000 | 3 |
| Fraser & Neave (Malaya) Sdn Bhd | 32,000 | 2 |
| Gamuda Bhd | 32,000 | 2 |
| Genting Malaysia Bhd | 18,000 | 1 |
| Glomac Bhd | 18,000 | 1 |
| Grab | 18,000 | 1 |
| Hartalega Sdn Bhd | 18,000 | 1 |
| IOI Group | 32,000 | 2 |
| Ireka Corp Bhd | 18,000 | 1 |
| K & N Kenanga Holdings Bhd | 18,000 | 1 |
| Khazanah Nasional Bhd | 32,000 | 2 |
| KNM Group Bhd | 32,000 | 2 |
| KPMG | 18,000 | 1 |
| Land & General Bhd ***** | 18,000 | 1 |
| Lendlease Projects (M) Sdn Bhd ***** | 18,000 | 1 |
| Matrix Concepts Holdings Bhd *** | 44,000 | 3 |
| Maxis Bhd | 18,000 | 1 |
| Malayan Banking Bhd | 54,000 | 4 |
| Merchantrade Asia Sdn Bhd | 32,000 | 2 |
| Microlink Solutions Bhd | 18,000 | 1 |
| MKH Bhd | 18,000 | 1 |
| Naza TTDI Sdn Bhd | 32,000 | 2 |
| Nestlé Products Sdn Bhd | 18,000 | 1 |
| PricewaterhouseCoopers (PwC) Malaysia | 18,000 | 1 |
| REDHA Youth | 18,000 | 1 |
| RHB Banking Group | 44,000 | 3 |
| SP Setia Bhd | 32,000 | 2 |
| Suruhanjaya Pengangkutan Awam Darat | 18,000 | 1 |
| Tanjong Management Services Sdn Bhd | 18,000 | 1 |
| The Edge Communications Sdn Bhd | 32,000 | 2 |
| Top Glove Corp Bhd | 18,000 | 1 |
| Trinity Group Sdn Bhd | 18,000 | 1 |
| Tropicana Corp Bhd | 18,000 | 1 |
| UDA Holdings Bhd | 18,000 | 1 |
| Vistage Malaysia Sdn Bhd **** | 32,000 | 2 |
| WCT Holdings Bhd | 18,000 | 1 |
| TOTAL | 1,314,000 | 88 |

* Part of 'Powered by' Sponsorship Package
 ** Part of 'Partnered by' Sponsorship Package
 *** Part of Gold Sponsorship Package
 **** Part of Silver Sponsorship Package
 ***** Part of Bronze Sponsorship Package
 ***** Part of Official TV & Radio Package

Beneficiaries

- Asia Community Service (ACS)
- Malaysian Christian Association for Relief (Malaysian Care)
- Malaysian Nature Society
- National Kidney Foundation of Malaysia (NKF)
- Persatuan Kakiseni
- Persatuan Kanak-Kanak Istimewa Kajang Selangor (PKIK)
- Pertubuhan Perkhidmatan Sosial dan Pembangunan Komuniti Daerah Gombak, Selangor (PSPK)
- Pertubuhan Sains, Teknologi dan Inovasi (ASTI)
- Pusat Harian Kanak-Kanak Spastik Ipoh (PHKKS)
- Ray of Hope
- Second Chance Community Home, Kajang (SCCH)
- Selangor and Federal Territory Association for the Mentally Handicapped (SAMH)
- TFM Foundation
- Wings Melaka
- WVM Foundation