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Running for your health

Retail association organises charity run to promote a better lifestyle

THE Malaysian Retail Chain Association (MRCA) recently kicked off the MRCA Charity Run 2014 and is expecting about 3,000 participants for the event.

The run is organised in accordance with the association's aspirations to promote work, health and life balance while inspiring the spirit of philanthropy among its members as well as the public.

It is set to take place at Sky Park One City, USJ 25, Subang Jaya on Nov 30 from 7.30am onwards.

"MRCA has always placed emphasis on health above business.

"On top of lending a hand to the needy, we hope to promote healthy lifestyles, strengthen family relationships, while also

fostering better work relations between our members," said MRCA president Datuk C. L. Liaw.

Through the initiative, the association aims to raise funds and donate to deserving charitable organisations through its charity arm, MRCA Branding Education Charity Foundation.

"We are confident of raising RM150,000 which will all be disbursed to homes for the underprivileged," said Liaw.

He added that the trustees of the foundation will determine the charity bodies to donate to and said MRCA welcomed charity organisations that would like to write in and seek assistance.

The charity run will have



Ready, set go!
MRCA Charity Run 2014 organising chairman and MRCA lifetime honorary president Lee Hwa Cheng (fifth from left), Liaw (sixth from left), MRCA deputy president Valerie Choo (third from left) leads members on a short run during the event launch at Sky Park One City, Subang Jaya.

10km, 5km, Family Fun Run and Team categories.

According to Liaw, the team category is a special programme opened to 50 companies that are registered MRCA members where each team will comprise three male and two female runners.

The category is specifically created to encourage staff engagement and to enhance organisational harmony.

During the press conference, Liaw announced that a Festive Carnival would also be held alongside the charity run as fun for the entire family.

The highlights include indoor

games, lucky draw, wellness programmes such as eye tests, blood analysis, foot screening and physiotherapy as well as property showcases.

Children can also expect entertainment in the form of magic shows, games, live performances, colouring contest as well as the appearances of "Eco-Artistic Robots".

The carnival is open to all and will be happening on the same date and location from 9am to 4pm.

Registration for the run can be done at myraceonline.com.my before Oct 30.