

4th June 2015

Malaysian Medical Relief Society (MERCY Malaysia)

A registered society under the Societies Act 1966 (Society No.: 1155)

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PRESS RELEASE

For Immediate Release

**MERCY MALAYSIA LAUNCHES 2ND CHARITY RUN FOR
INTERNATIONAL HUMANITARIAN AID**

**Local Malaysian Personalities Participate in #myMERCYrun Plank Challenge to Raise
Awareness for Humanitarian Efforts**

Petaling Jaya, 4 June 2015: MERCY Malaysia, a non-profit humanitarian organisation, announced the launch of its second MERCY Malaysia International Humanitarian Run, #myMERCYrun, which will be held at Padang Merbok on 1st August 2015. This year, MERCY Malaysia aims to attract over 3,000 participants for the #myMERCYrun to raise awareness for its local and international humanitarian efforts by uniting Malaysians and giving them the opportunity to be a part of the local and international humanitarian arena.

“With the success of our first International Humanitarian Run last year, the #myMERCYrun once again gives Malaysians the opportunity to help MERCY Malaysia in its various efforts to provide aid to those in Malaysia and from around the world who need it most. Proceeds from the #myMERCYrun will be channelled to our Humanitarian Fund which supports our efforts in providing aid to the Rohingya and Bangladeshi Refugees, those affected from the Nepal earthquake, and recovery phase of the post-flood response in Kelantan, amongst other things,” said Raja Riza Shazmin Raja Badrul Shah, Honorary Secretary, MERCY Malaysia.

Joined by cause advocates which include Malaysian media personalities Nadia Heng, Sasha Saidin, as well as FOX SPORTS TV presenter Ben Ibrahim, the launch also introduced the #myMERCYrun Plank Challenge. These advocates, amongst a host of other personalities, took part in a mass planking activity which is hoped to spark off a nationwide planking movement.

The #myMERCYrun Plank Challenge, which is open to the public, encourages participants to submit their most creative planks via photos or videos through Facebook, Twitter and Instagram using the hashtags #PlankForMyMercyRun, #PlankforMERCYHumanitarianRun and #IPlankU4MyMERCYrun. The top three (3) participants in both the photo and video categories will be announced on the 1st August 2015, which is during the #myMERCYrun race day, and stand a chance to walk away with exciting prizes.

“I am honoured to be part of the #myMERCYrun which endeavours to bring light and provide assistance to those who need aid amidst natural disasters, displacement and conflicts. It is my hope that more Malaysian volunteers will come forward to support MERCY Malaysia’s humanitarian efforts in providing relief to those in need regardless of race, creed, religion, or nationality,” said Ben Ibrahim, FOX Sports TV Presenter.

The #myMERCYrun will feature three race categories; the 3km, 7km and 10km to cater to runners of various fitness levels. Participation in the run is priced at MYR80.00 for individuals and MYR400.00 for a group of six (6) participants. The run is also open to virtual runners who can sign up online and contribute any monetary amount to MERCY Malaysia.

As a lead up to the run, MERCY Malaysia will also be organising weekly “Fun Fit Friday” sessions for all registered runners at the KLCC Park beginning 5th June 2015 at 6:00 p.m. every Friday (8:30 p.m. during Ramadhan). The “Fun Fit Friday” sessions will be conducted by Nikki Yeo, Head of Sports Marketing at Go International Group and Programme Director for #myMERCYrun and Fun Fit Friday. The sessions also aim to encourage Malaysians to lead and maintain a lifelong programme of physical and mental fitness so that they are physically and mentally prepared in the event of a disaster or crisis.

For more information on #myMERCYrun and how to register, the #myMERCYrun Plank Challenge, and “Fun Fit Friday” sessions, please visit www.mercy.org.my.

Issued by Weber Shandwick* on behalf of MERCY Malaysia.

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*MERCY Malaysia is grateful for the pro-bono public relations services provided by Weber Shandwick Malaysia.

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About MERCY Malaysia

MERCY Malaysia is a non-profit organisation focusing on providing medical relief, sustainable health-related development and risk reduction activities for vulnerable communities in both crisis and non-crisis situations. MERCY Malaysia recognises the value of working with partners and volunteers as well as providing opportunities for individuals to serve with professionalism. We uphold the Code of Conduct for the International Red Cross and Red Crescent Movement and NGOs in Disaster Relief and hold ourselves accountable to our donors and beneficiaries. As a non-profit organisation, MERCY Malaysia relies solely on funding and donations from organisations and generous individuals to continue our services to provide humanitarian assistance to our beneficiaries. For more information, please visit www.mercy.org.my.

How is MERCY Malaysia funded?

To ensure independence and impartiality, MERCY Malaysia relies on donations from the general public for financial support. A portion of our income is obtained from institutional donors, individual government grants and other international organizations, which are given on project basis. MERCY Malaysia spends 80% of its income in carrying out its relief operations and support.

Important Note to Media: Usage of Wordmark MERCY Malaysia

In order to avoid confusion with other organisation(s) that uses "Mercy" as the organisation's name or part of the organisation's name, please take note that in addressing the name of our organisation, the wordmark for MERCY Malaysia is with capitalised "MERCY", followed by the word "Malaysia". When describing the organisation, the term "MERCY Malaysia" must always be used in full, and should not be partially referred to as "MERCY", or "Mercy". Thank you for your cooperation.

About Go International Group Sdn Bhd

Go International Group conceptualised and will co-organise the premier MERCY Malaysia International Humanitarian Run (#myMERCYrun); lifting inspiration from the many hugely successful 'Run for a cause' events from around the world. The relationship with MERCY Malaysia began in 2012, where it collaborated with Leo Burnett and MERCY Malaysia to encourage volunteerism amongst youth, as well as raise funds for the Yasmin Ahmad Childrens' Fund via its annual FEYST: Independent Youth Festival platform.

A brand marketing and communication solutions company founded in 2006, the company is based in Kuala Lumpur and has established a strong foothold in cause-related marketing projects for numerous NGOs from around the region. Go International Group specialises in producing lifestyle and community festivals that have made a mark especially amongst the youth. Committed to serving the youth community, its signature event FEYST, has empowered 45 young Malaysians to make their mark in the world since 2008 at international festivals like Electronic Sports World Cup in France, DreamHack in Sweden, The Digital Youth Awards in Shanghai and recently, the Global Battle of the Bands World Finals in Chiangmai, Thailand. The company produces brand experiences through ground events and plans strategic marketing communication campaigns for Clients. Visit www.gointernationalgroup.com/v12.