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## MALAYSIA AND TRITERRA CELEBRATE GLOBAL RUNNING DAY WITH COMMUNITY NIGHT RUN



In conjunction with Global Running Day, Asics Malaysia organised a community run within Mont Kiara, in partnership with Triterra Metropolis Sdn Bhd.

A group of more than 100 runners participated in the night run during the fasting month or “Bulan Ramadhan”. The complimentary run was to encourage the Mont Kiara community to adopt a healthy lifestyle amidst the backdrop of the impressive Malaysia International Trade and Exhibition Centre (MITEC) at KL Metropolis.

Before the run, participants were offered Protein Beverages and Açaí Bowls from Fuel Up partners Optimum Nutrition and Cabana Açaí Bar. Prior to the commencement of the run, ASICS Malaysia ambassador and KL Tower Run runner-up Soh Wai Ching led the warm ups to ensure participants were adequately prepared for the five kilometre run.



*KL Tower Run runner up Soh Wai Ching (in orange) leading the run*

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The run was flagged off by Mr. Christopher Lim, Chief Executive Officer of Triterra Metropolis.

*“Triterra is passionate about building a community of like-minded people in every aspect, be it running, or other activities and this encouraging collaborative effort with ASICS Malaysia enables us to reach closer to the people, who are at the core of what we do,” said Lim.*

“ASICS has been developing sports footwear and apparel for more than 50 years, and it is our responsibility as a brand to give back to the community by celebrating days like Global Running Day. This is ASICS Malaysia’s very first community run and we chose Mont Kiara because there is a strong running community base here within the Mont Kiara enclave, and rest assured that this will definitely not be the last event for us. I look forward to working together with Triterra on a mutually beneficial long term partnership” said Ong Lynn D, ASICS Malaysia’s Marketing Manager.

The Global Running Day was also supported by MITEC and Sanctband Active.



*The participants of the Global Running Day Community Run all geared up for the night run*

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