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Preparations in full swing

Gamuda Parks out to raise environmental awareness

Gamuda Land, which has taken part in *The Edge* Kuala Lumpur Rat Race in the past six years, finds it rewarding as the organisers and companies share a common goal — educating the future generations about the environment.

Making its debut this year is a team from Gamuda Parks. Gamuda Land aims to create awareness of the environment through Gamuda Parks, a landscape initiative that promotes a sustainable and well-balanced approach to designing, implementing and managing parks and lakes in the group's developments. Gamuda Land believes it is vital to safeguard the well-being of not only the residents but also biodiversity in the townships.

The team has been training hard. "We encourage each other to eat healthy and find time to train together as a team. Ultimately, we are running for a good cause and that's our biggest motivation," says a spokesperson.

Early this year, Gamuda Parks unveiled its G Parks Rangers Programme, under which children aged 5 to 12 are made environment ambassadors. "The rangers will be exposed to workshops and programmes that will grow their relationship with nature, inculcating lifelong attitudes, values and behavioural patterns on caring for nature and the environment in them," says the spokesperson.

"As custodians of fragile nature, we must be entrusted with the responsibility of leaving our land in better shape than we found it," he adds.

Kenanga hopes to win big

Kenanga is once again taking part in *The Edge* Kuala Lumpur Rat Race with the hope of winning big.

According to the team's spokesman, its previous outings have been memorable and rewarding.

"Last year, we achieved three podium wins for the second consecutive time. We emerged first runner-up in the senior team category for the 5km race and took the top spot in the senior female category and second spot in the male CEO category respectively," the spokesman says.

The team has set itself a few goals this time around. Runners in the individual category will strive to break their personal records. "We are also aiming to be the champion team. The team members have been training diligently to achieve this goal."

"Apart from training individually as frequently as possible, the runners also hold weekly group training sessions at the KLCC Park in the evenings," says the spokesman.

"As race day draws closer, we will increase the frequency and intensity of our training sessions. These sessions will ease off a few days before the event."

Kenanga sees the Rat Race as more than just a running event — it is also a platform to encourage its employees to adopt a healthy lifestyle.

"It is an honour to be a part of this event where corporations from various industries come together for a charitable cause. This also helps to foster closer relationships in the marketplace," says a company representative.

On what they would like to see more of when it comes to charity work in Malaysia, he says corporate social responsibility is



not a one-off thing. "More companies and members of the public should actively take part in community outreach programmes to help the less fortunate."

PPB Hartabina to make its debut

PPB Hartabina Sdn Bhd, the property development arm of PPB Group Bhd, is making its Rat Race debut this year.

The team may be newcomers but they are not taking things lightly and have a game plan to prepare for the race.

This includes a rigorous training regime after working hours at least four times a week.

The members say they do not view the race as a competition but as an opportunity to display good sportsmanship and to learn to work together as a team.

A team spokesman says the main objective is to finish the run within the time goals they have set and to complete the race as a team. They hope the encouragement they receive from supporters and team mates will motivate them to strive to do their best.

They feel the most rewarding aspect of taking part is the motivation in joining a charity run with like-minded people who share the same beliefs and priorities.

Not only do they have a chance to have fun at the race but they will also have a sense of accomplishment knowing that they are running for a good cause and helping others, especially young people — who will one day be the leaders of this country — to receive a good education, the spokesman says.

On what they would like to see more of when it comes to charity work in Malay-

sia, the team members say they hope to see more activities that help the young and job seekers to acquire skills. As the saying goes, "Give a man a fish, and you feed him for a day. Teach a man to fish, and you feed him for a lifetime."

"Charity work lets everyone experience something that is larger than themselves, everyone is humbled, inspired and satisfied all at once. This reward will definitely last longer than cash," says the spokesman.

PwC aims to promote awareness by engaging stakeholders

Raising awareness by engaging stakeholders is important, says Marcus von Engel, a partner at PwC. Promoting awareness is not difficult and is an important first step to providing positive and sustainable results to help people achieve their potential or improve their quality of life, he believes.

Von Engel hopes to contribute towards raising awareness in the upcoming Rat Race. The first-timer confesses to feeling some pressure, knowing that his colleagues have high expectations, but says he will do his best. "I look forward to having fun with my team, who are running in the Corporate and Future Leader Challenge race, and meeting other CEOs who are sweating it out for a good cause."

Asked about his preparations, he says he is currently training for a 21km run, so he will be mindful of his pacing. "I have a certain finishing time in mind that I am training to achieve. But I mostly want to raise awareness of the good causes the Rat Race supports before, during and after the race. Mentally, I am counting on the

cheers of our supporters on that day for a final boost."

Diana Qistina Redza, an associate at the firm, is returning again this year. She remembers running with the team for the first time in 2017. "Most of us struggled with the heat as it was our first time running the Rat Race, so we were supporting each other and pushing each other to finish the race together."

She does regular training sessions during the week, with at least one session at Padang Merbok in the early evening to get used to the hills and the heat she anticipates on race day. "We try to make sure we run and train as a team when time permits."

PwC's corporate responsibility programmes are aligned with the firm's purpose, which is to build trust and solve important problems. This includes well-being, diversity and inclusion as well as community-based initiatives with a focus on education and capacity building.

Von Engel says he has visited classrooms in Malaysia to help raise awareness of money management among students. "We are also a partner in *The Edge* Education Foundation's Money and Me programme. This is our fourth year running the programme."

CIMB looking forward to a fun time

CIMB Group chief operating officer Paul Wong wants to debunk the stereotype that all bosses are either unhealthy or overweight.

"The Rat Race is a perfect opportunity to highlight that bosses can also be healthy and active, regardless of their age or workload," he says.

Joining him will be CIMB Group Hold-

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ings Bhd CEO Tengku Datuk Seri Zafrul Aziz. The two, who are running in the CEO race, are looking forward to enjoying the event with participants from other companies.

"I am looking forward to competing alongside my #teamCIMB colleagues and the other runners," says Zafrul.

He adds that he will do his best but he is more of a long-distance runner than a sprinter. "I am more of a long-distance runner, so I don't really train for sprints such as the one in the CEO category. But I hope I will be able to hold my own against the sprinters."

Wong trains regularly as part of his active lifestyle and starts his day with a 10km run around his neighbourhood. "I will be able to increase my pace and push myself further. In terms of mental strength, the shorter distance will have a positive influence on me psychologically. I already feel that the race will be easier than what I am used to, so I have a positive mindset and full confidence in myself."

Zafrul and Wong say they do not feel any pressure and are looking forward to having fun. Making it to a podium finish would be a bonus.

"I am proud to represent my company in an event in that I am passionate about. Since running is my hobby, it is exciting to represent CIMB in something outside my usual work," says Wong. "It would be great to finish in the top 10. I wish to be successful in the race as it would be an opportunity for me to inspire and motivate the workforce at CIMB and everyone else to get involved in this beneficial activity."

He also relishes the opportunity for the group to contribute to charity as part of its corporate social responsibility (CSR). "As part of the corporate sector, we have a responsibility to serve the society in which we operate, and part of that responsibility is to ensure the well-being of all individuals. Therefore, an event like the Rat Race is a good platform for us to contribute to charity as well as walk – or in this case, run – our talk on prioritising our health."

The Rat Race complements the group's CSR initiatives, which include its BeSMART financial literacy programme, which has benefited more than 14,000 students at institutions of higher learning, as well as junior development programmes for squash, cycling and football, spearheaded by the CIMB Foundation, the non-profit arm of CIMB Group.

Team MKH happy to do its part for the community

Team MKH Bhd is thrilled to have the opportunity to give back to society by taking part in the Rat Race. The team members are looking forward to a fun workout, all for a good cause.

Zulkiflie Ismail, who is with the company's Corporate Communications Department, says the race raises awareness of the importance of contributing to society and the importance of having a healthy lifestyle. "I would like to see charity work as something permanent, rather than a one-off thing."

His training regime includes hitting the gym five times a week with weightlifting and cardio thrown in. His team-mates are preparing for the run in their own way.

Amir Izham of the property strategic planning division is running in the event for the first time. "To mentally prepare myself, I have been doing meditation and yoga, which will help me to stay focused during the race. I jog for 30 to 45 minutes a day and do some weightlifting. Maintaining a balanced diet is also important."

Account executive Doris Low hopes to complete the 5km run in under 45 minutes. "I have been training two or three times a week and have been attending Zumba classes to work on my cardio."

Returning for a second year is Kelvin Lee, who is with the Landscape Department. "I will try my best to be among the best runners and to achieve the best time. I hope that through events like this, more Malaysians will do their part for social responsibility."

The Edge Kuala Lumpur Rat Race 2019 collection as at Nov 1

NO.	COMPANY	AMOUNT	NO OF TEAMS
1	Affin Hwang Investment Bank Bhd	RM 18,000.00	1
2	Allianz Malaysia Bhd	RM 18,000.00	1
3	Amundi Malaysia Sdn Bhd	RM 18,000.00	1
4	Asia School of Business	RM 18,000.00	1
5	Astro*	RM 18,000.00	6
6	CIMB Group Holdings Bhd	RM 60,000.00	5
7	Citibank Bhd	RM 18,000.00	1
8	Credit Suisse Securities (M) Sdn Bhd	RM 18,000.00	1
9	Deloitte PLT	RM 18,000.00	1
10	EcoWorld Development Group Bhd*	RM 66,000.00	6
11	EY Malaysia	RM 18,000.00	1
12	Experian Malaysia	RM 18,000.00	1
13	Fajarbaru Builder Group Bhd	RM 18,000.00	1
14	Gamuda Land Sdn Bhd	RM 18,000.00	1
15	GD Express Carrier Bhd	RM 18,000.00	1
16	Genting Malaysia Bhd	RM 18,000.00	1
17	Golden Screen Cinemas Sdn Bhd	RM 18,000.00	1
18	Hartalega Sdn Bhd	RM 18,000.00	1
19	Inari Amertron Bhd	RM 18,000.00	1
20	IOI Corporation Bhd	RM 18,000.00	1
21	IOI Properties Group Bhd	RM 18,000.00	1
22	Java Offshore	RM 18,000.00	1
23	JT International Trading Sdn Bhd	RM 32,000.00	2
24	Kenanga Investment Bank Bhd	RM 18,000.00	1
25	Khazanah Nasional Bhd	RM 32,000.00	2
26	KPMG PLT	RM 18,000.00	1
27	Kuala Lumpur Kepong Bhd	RM 44,000.00	3
28	Kumpulan Wang Pesaraan (Diperbadankan) [KWAP]	RM 18,000.00	1
29	Kumpulan Wang Simpanan Pekerja	RM 32,000.00	2
30	Land & General Bhd****	RM 18,000.00	1
31	Mah Sing Group Bhd	RM 18,000.00	1
32	Malayan Banking Bhd	RM 18,000.00	1
33	Malaysian Resources Corporation Bhd	RM 18,000.00	1
34	Manulife Insurance Bhd	RM 32,000.00	2
35	Matrix Concepts Holdings Bhd**	RM 54,000.00	4
36	Maxis Bhd	RM 18,000.00	1
37	Merchantrade Asia Sdn Bhd	RM 32,000.00	2
38	Ministry of International Trade and Industry	RM 18,000.00	1
39	MKH Bhd	RM 18,000.00	1
40	Nestlé Products Sdn Bhd	RM 18,000.00	1
41	OSK Group	RM 32,000.00	2
42	Paramount Property***	RM 32,000.00	2
43	Permodalan Nasional Bhd	RM 18,000.00	1
44	PPB Group Bhd	RM 18,000.00	1
45	PPB Hartabina Sdn Bhd	RM 18,000.00	1
46	Press Metal Aluminium Holdings Bhd	RM 18,000.00	1
47	PricewaterhouseCoopers Associates Sdn Bhd	RM 18,000.00	1
48	Qi Services (M) Sdn Bhd	RM 18,000.00	1
49	Rakuten Trade Sdn Bhd	RM 18,000.00	1
50	RHB Bank Bhd	RM 44,000.00	3
51	S P Setia Bhd	RM 32,000.00	2
52	Sime Darby Holdings Bhd	RM 18,000.00	1
53	SkyWorld Development Sdn Bhd	RM 18,000.00	1
54	Tenaga Nasional Bhd	RM 18,000.00	1
55	The Edge Media Group	RM 32,000.00	2
56	Top Glove Corporation Bhd	RM 18,000.00	1
57	Tropicana Corporation Bhd	RM 18,000.00	1
58	UDA Property***	RM 32,000.00	2
59	UEM Edgenta Bhd	RM 18,000.00	1
		RM 1,380,000.00	90

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