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Towering task for fitness buffs

Participants of charity event to prove their mettle tomorrow

TELEKOM Malaysia Bhd (TM), through its foundation Yayasan Telekom Malaysia (YTM), is hosting the Yayasan TM International Tower Run 2019 to mark the foundation's 25th anniversary.

The inaugural charity event, co-organised with JomRun Sdn Bhd, is deemed to be the first "Individual Flag Off Tower Running Event in Malaysia".

It is open to Malaysian and international participants of all ages and will take place tomorrow at Menara TM, Kuala Lumpur.

Participants of the tower run will climb up 1,296 steps in the six categories — Men's Open and Women's Open (aged 18 years and above), Men's Veteran and Women's Veteran (aged 40 and above), TM staff Men and TM staff Women. All runners will be flagged off individually with a time interval of five seconds while Elite runners will have an interval time of 15 seconds.

Present at a press conference to introduce the event sponsors were TM chief human capital officer and YTM trustee Mohd Farid Shah Mohd Basir and YTM director Abdul Hamid Hashim. Soh Wai Ching, the World's No. 2 and Asia's No. 1 Tower Runner, also made an appearance.

Mohd Farid said, "This event is aimed at raising funds for YTM Education Fund through participation fees, corporate sponsorship and individual contributions.

"We are very thankful to the sponsors who have lent their support in making this event a success while contributing to the fund.

"The funds will be used to help less fortunate and deserving students overcome their financial setbacks towards improving their academic



(From fifth left) Abdul Hamid and Mohd Farid Shah together with the representatives of sponsors for YTM International Tower Run 2019, at the press conference held at TM Convention Centre in Kuala Lumpur.

performance."

"The event also aims to inspire Malaysians to adopt an active lifestyle, bringing together people from various backgrounds, regardless of race, religion and nationality. So, the support received from the sponsors also reflect their commitment towards this end."

To date, 1,100 entries have been received with at least 40 runners from all over the world including Australia, Denmark, Germany, India, Indonesia, Taiwan, China, Nepal, the Philippines, Poland, Portugal, Singapore, Ukraine, the United Kingdom and United States.

The inaugural tower run has already made its mark with the event being sanctioned by Towerrunning World Association (TWA) and Malaysia Towerrunning Association (MTA) in ensuring all safety and technical aspects are successfully implemented.

MTA is the brainchild of Soh, who is also a Universiti Malaya Sports Science graduate.

MTA serves as the national body for tower running which sets the rules and regulations while promoting this affordable and rewarding sport. It also hopes to build a sizeable tower running community.

MTA vice-president Ravinder Singh said the club was pleased that entities such as Yayasan TM shared its passion for tower running events. "Staircase running, or tower run-

ning as it is more commonly known, is very popular among international elite runners.

"Our hope is that the event will inspire more to take up the exercise or sport and live a healthy and active lifestyle," added the 53-year old veteran, a tower runner enthusiast himself.

The top five winners of each category will win cash prizes — RM800 (first place winners) followed by RM600 (second), RM400 (third), RM300 (fourth) and RM200 (fifth).

Each participant will get an Ultratron Dri-Fit T-shirt, goodie bag, race bib with timing chip, finisher medal, e-certificate, insurance and other goods from the sponsors.

Malaysia Airlines Bhd (MAB) is the Official Airlines for Yayasan TM International Tower Run 2019.

Other major sponsors are REV Malaysia, Unifi, Domino's Pizza Malaysia, Potatoes USA, California Raisins and Tenaga Nasional Bhd.

Additionally, MAB is offering 15% discount on ticket fares to worldwide destinations where buyers just need to key in promo code "YTMAB15" to enjoy the promotion.

Other sponsors are Multimedia University, Beet It Sport, Fire and Rescue Department, Nexus Regency Suites & Hotel, San Francisco Coffee Malaysia, Love Earth Organic and PCOM Technologies.

For details, visit jomrun.com/event/YayasanTMTowerRun2019

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Company(Brand)	Mention	Tone	ROI
Dominos Pizza Malaysia Sdn Bhd (Domino Pizza)	1	0	0
Education Industry- SEGi University (Education Industry- SEGi	2	0	0
Insurance News - PIAM (Insurance News - PIAM)	1	0	0
Jabatan Bomba Dan Penyelamat (Jabatan Bomba Dan	2	0	0
Malaysia Airlines (Malaysia Airlines)	1	0	0
MGCCI (Monitoring News) (MGCCI (Monitoring News))	8	0	0
Ministry of Communications and Information (MCI) (Singapore	1	0	0
Multimedia University (Multimedia University)	1	0	0
Potatoes USA (Potatoes USA)	1	0	0
S P Setia Business Units - Northern Region (S P Setia Business	1	0	0
San Francisco Coffee Sdn Bhd (San Francisco Coffee)	1	0	0
Telekom Malaysia Bhd (TM Berhad) (Telekom Malaysia Bhd (TM	23	0	0
Telekom Malaysia Bhd (TM Berhad) (UniFi)	1	0	0
Tenaga Nasional Berhad (TNB) (Tenaga Nasional)	1	0	0
The Raisin Administrative Committee (RAC) (California Raisins)	1	0	0
TM International Sdn. Bhd. (TM Itnl) (TM International Sdn Bhd)	2	0	0
UKM - internal checking only (UKM - internal checking only)	1	0	0
Universiti Malaya (UM) (Universiti Malaya (UM))	1	0	0