

Bigger Seremban Half this year

12,000 participants expected as run celebrates its Silver Jubilee

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THE Seremban Half Marathon (SHM) celebrates its Silver Jubilee this year with a boost of cash prizes and new sponsorships.

In a press conference held to announce the names of co-sponsors, SHM royal patron Tunku Naquiyuddin Tuanku Ja'afar said more than 12,000 people were expected to participate in this year's run.

"We are expecting a larger crowd this year since it is SHM's 25th anniversary celebrations. More than 200 people have volunteered to help out during the event.

"SHM has come a long way since 1987 when the inaugural run consisted of only 4,000 participants. This is one of the best organised marathons to-date," said Tunku Naquiyuddin at Wisma UOA in Damansara Heights, Kuala Lumpur recently.

Set to take off on July 15, the marathon attracted 11,800 participants last year.

Donations and contributions by the sponsors will be used to promote activities for juniors and disabled athletes in the state.

All surplus funds will be placed in a Junior Athletes' Development Fund in support of sports activities and talented potential athletes from Negri Sembilan.

The six co-sponsors are Royal Selangor International Sdn Bhd, Stream Enterprise (M) Sdn Bhd, Delfi Marketing Sdn Bhd, Orix Leasing Malaysia Berhad, Sino Hua-an International Berhad and Kian Joo Group.

"We are delighted to contribute, especially since it is SHM's 25th anniversary celebrations. We will be contributing RM10,000 in cash and RM3,000 worth of car rental vouchers," said Orix Leasing Malaysia Berhad senior general manager Eric Wong Heng Yip.

Coming in as co-sponsor for the



sixth consecutive year, Sino Hua-an International Berhad corporate communications and investor relations vice-president Bernard C.T. Tan said the company's RM13,000 contribution was in line with the company's corporate social responsibility programme.

Delfi Marketing Sdn Bhd, sponsors of Salonpas patches for the third consecutive year, will be based at various stations from the beginning till the end, while Stream Enterprise (M) Sdn Bhd will be offering New Balance running vests for participants of 21km and 10km distances.

Royal Selangor International Sdn Bhd will be sponsoring more than 1,000 pewter medals for those who complete the run within the stipulated time, while Kian Joo Group, the largest can manufacturer in the country and a supporter of SHM since the 1980s, will be contributing RM13,000 cash.

Multi-sponsors for the event include Permais Sdn Bhd offering Gatorade isotonic sports drink and mineral water, Southern Lion Malaysia with Shokubutsu Anti-Bacterial Shower range (to be included in goodie bags for participants) and Syarikat Pesaka Antah, which will be contributing RM8,000 in cash.

Participants and spectators will be entertained with a host of stage



Ready for the run: (from left) Seremban Half Marathon (SHM) vice-chairman Datuk Loh Kim Heong, Stream Enterprise (M) Sdn Bhd operation manager M. Thanasekaran, Negri Sembilan Amateur Athletic Association president Datuk Zainal Abidin Ahmad, Tunku Naquiyuddin, Royal Selangor International Sdn Bhd communications manager Anne Leong, Wong and Star Publications (M) Bhd marketing services executive Nelsen Ng.



Loyal supporters: (From left) Seremban Half Marathon chairman (prizes) Amy Chua Monk Yew, Delfi Marketing Sdn Bhd product executive Chan Yuan Wen, Negri Sembilan Amateur Athletic Association president Datuk Zainal Abidin Ahmad, Tunku Naquiyuddin, Sino Hua-an International Berhad's Bernard C. T. Tan and SHM coordinator (refreshments and local promotion) Mok Soon Fatt.

shows, including drum performances by schools as well as *bhangra* and lion dance performances.

SHM is open to Malaysians and foreigners. Those interested to join

the marathon are encouraged to register online at www.myraceonline.com before June 30.

Organisers of SHM are Seremban Municipal Council, Negri Sembilan

Amateur Athletic Association, Antah HealthCare Group and Syarikat Pesaka Antah with Star Publications (M) Bhd as the media partner.