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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 IS CALLING FOR ALL MALAYSIANS TO
'RUN LIKE A SUPERHERO' FOR A DAY**

**MERCY Malaysia Hosts Its Third #myMERCYrun Charity Run to Continue Raising
Awareness and Funds for Its Humanitarian Efforts**

Kuala Lumpur, 15th March 2016: MERCY Malaysia, a non-profit humanitarian organisation, will be hosting its third International Humanitarian Run, #myMERCYrun, which will be held in Padang Merbok on 1st May 2016. Themed 'Run Like A Superhero', this year's charity run leverages the heroic efforts of those who are willing to help one another in times of need, similar to what can be seen in MERCY Malaysia's humanitarian work.

This year, MERCY Malaysia aims to attract 2,000 participants for the #myMERCYrun to raise funds for its humanitarian work in both the local and international arena. The #myMERCYrun2016 'Run Like A Superhero' encourages Malaysians to come together to celebrate the deeds of the everyday heroes in society, whilst at the same time be a part of the good cause.

"Anyone can be a superhero, as evident in MERCY Malaysia's volunteers who come from all walks of life. Whether they serve at the frontline or behind the scenes, our volunteers strive to fulfil our mission to provide medical relief, sustainable health-related development and building resilience in vulnerable communities. The #myMERCYrun2016 'Run Like A Superhero' not only presents us with an avenue to raise funds for us to continue our humanitarian efforts, but also gives us an opportunity to celebrate the superhero spirit in all of us," said Amran Mahzan, Deputy Executive Director of MERCY Malaysia.

MERCY Malaysia is calling for all fitness enthusiasts and interested parties to participate in the #myMERCYrun 'Run Like A Superhero' where participants can dress up as their favourite superheroes – donning capes or masks, or even better, they can create their own superhero costumes and stand to win exciting prizes. There will be three race categories featured in the #myMERCYrun2016 'Run Like A Superhero'; the 3km, 7m and 15km to cater to runners of various fitness levels.

Registration for the run is priced at RM70 per person, while those who wish to contribute but are unable to take part in the run can sign up online as virtual runners and donate any monetary amount to MERCY Malaysia. Proceeds from the #myMERCYrun2016 'Run Like A Superhero' will be channelled to MERCY Malaysia's Humanitarian Fund to enable the organisation to continue its humanitarian efforts.

"We are very grateful for all the support we have received since the inception of #myMERCYrun in 2014. Last year was another successful event for us as we saw close to 2,000 runners participating in the event. This year, we hope to attract more participants as we continuously provide an avenue where Malaysians can play their part in showing support for MERCY Malaysia in its efforts to provide aid to Malaysians and those across the globe who are in need," said YM Datin Raja Riza Shazmin Raja Badrul Shah, Honorary Secretary of MERCY Malaysia.

"It gives me great honour to conduct the free movement preparation clinics leading up to #myMERCYrun. We welcome first time runners, even seasoned runners to join us for the Fun Fit Friday sessions taking place every Friday from 6.00pm-6.45pm at the KLCC Park near Trader's Hotel," said Nikki Yeo, Head of Sports Marketing at GoInternationalGroup.com, the co-organisers of the race.

To date, MERCY Malaysia has 1,200 active volunteers who have dedicated their time to help out with humanitarian efforts both locally and abroad. "I am thrilled to be part of the #myMERCYrun 'Run Like A Superhero' to further support MERCY Malaysia in raising awareness of its humanitarian efforts in providing relief to communities in both crisis and non-crisis situations. Following this year's theme to celebrate the real-life everyday heroes among us, it is my hope that more Malaysians will be encouraged to come show their support no matter how big or small, as we can all become catalysts in the betterment of the world, even in the smallest ways," said Mohamed Noor Suleiman, volunteer at MERCY Malaysia.

For more information on #myMERCYrun 'Run Like A Superhero' and how to register, 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 Dotcom Sdn Bhd

GoInternationalGroup.com conceptualised and will co-organise the third 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. GoInternationalGroup.com specialises in producing lifestyle and community events that have made a mark especially amongst the youth. The company is also the publisher and owner of AsiaFitnessToday.com, a fitness start-up that aims to get more people on their feet, and living healthy lives. Visit www.gointernationalgroup.com.