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Alliance Bank to hold Sabah Coastal Run Jan 18

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KOTA KINABALU: Alliance Bank will stage a half day part-run, part-carnival event on Jan 18 as its inaugural Alliance Bank Sabah Coastal Run 2015, organised by its AFG Recreational & Sports Club.

"When we held our first Alliance Bank Fun Run last year for our staff and their families in the Klang Valley, it was a tremendous success," said Raymond Leung, Relief Officer cum Group Chief Operating Officer of Alliance Bank.

"We knew that we wanted to do something meaningful for the Sabah community."

Flag off is expected to take place at the Likas Sports Complex Car Park, Jalan Komplek Sukan (opposite Likas Hockey Stadium) from 7am onwards.

"The Alliance Bank Sabah Coastal Run 2015 will be the first run of the year for the community of Kota Kinabalu and the surrounding areas. It's a great way to start off the new year by practicing healthy lifestyle habits and strengthening relations as it brings together family, friends and the community," said Ken Yong, President of the AFG Recreational & Sports Club.

To encourage greater participation, the fee for the Alliance Bank Sabah Coastal Run 2015 is kept at RM50 per participant.

The fee includes one running bib, one Brooks' dry-fit T-Shirt, one Brooks' discount voucher, one bottle of drinking water, one book of RM20-worth of

Carnival Coupon, and one finisher pack.

In addition to promoting a healthy lifestyle and healthy communities, the Run aims to raise money for a good cause. The Bank has pledged that all proceeds from the sale of the carnival coupons will be donated to the MyKasih Foundation.

Since its inception in 2009, the MyKasih Foundation, a non-profit organisation that aims to help underprivileged Malaysians through food aid and education, has reached out to over 195,000 low-income households nationwide, including those in Sabah.

In Sabah, the Foundation runs a "Love My Neighbourhood" food aid programme for low-income families and "Love My School" student bursary programme for underprivileged students using the MyKasih cashless payment system (via the MyKad technology) to deliver aid directly to targeted beneficiaries. At present, the MyKasih Foundation has trained over 260 Sabah recipient families in entrepreneurship.

The MyKasih Foundation was one of the recipients of the Alliance Bank Fun Run 2013 and 2014 fund-raising efforts held in Kuala Lumpur.

The money that the organisation received from the Alliance Bank Fun Run 2013 was used to fund a four-month empowerment and entrepreneurship programme for women in low income households. This programme is scheduled to end in mid-December 2014.

Alliance Bank has been supporting the personal and commercial aspirations of the Sabah community since late-1960s. Today, the bank has 17 branches in Sabah.

"Our commitment to the Sabah community encompasses all levels of the society. It includes our service to the Malaysian civil service where we provide payroll and cash management facilities," explained Leung.

"We have also been unfailing in our support of the local businesses here in Sabah. Local businesses use our BizSmart Online Banking facility as it is extremely adaptable, relevant and scalable, making it suitable for businesses at every life stage."

"For all the reasons that we have just stated earlier - wanting to encourage a balanced and healthy lifestyle and our entrenched presence in the Sabah community, made us realise that we should also host a Fun Run here."

To find out more or to register for the Alliance Bank Sabah Coastal Run 2015, log on to www.alliancebank.com.my/sabahrn.