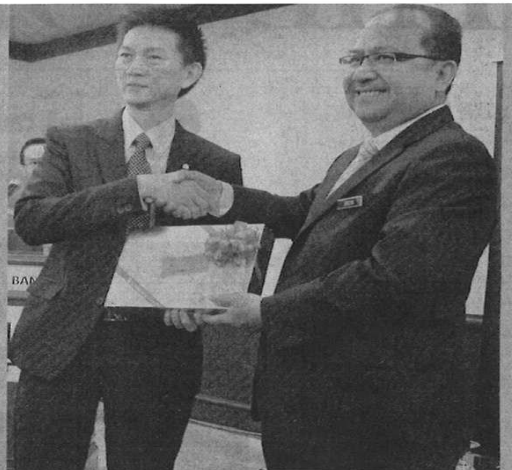


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Leung (left) handing over Alliance Bank Sabah Coastal Run 2015 registration coupons to Abidin.

## Inaugural Alliance Bank Sabah Coastal Run Jan 18

By Mariah Doksil

**KOTA KINABALU:** Alliance Bank yesterday launched its inaugural Alliance Bank Sabah Coastal Run 2015 at a press conference officiated by the city mayor, Datuk Abidin Madingkir.

The half-day part-run, part-carnival event is scheduled to take place on Sunday, January 18, 2015. Flag-off is expected to take place at the Kota Kinabalu Sports Complex Car Park in Likas from 7am onwards.

The Alliance Bank Sabah Coastal Run 2015 is organized by the AFG Recreational and Sports Club.

Its president, Ken Yong said the event 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," he said.

To encourage greater participation, the fee for the Alliance Bank Sabah Coastal Run 2015 is kept reasonable at RM50 per participant. It includes one running bib, one Brooks' dry-fit T-shirt, one Brooks' discount voucher, one bottled drinking water, one book of RM20-worth of Carnival Coupons and one finisher pack.

Also present at the press conference yesterday was Alliance Bank Group Chief Operating Officer Raymond Leung.

"When we held our first Alliance Bank Fun Run last year for our staff and their families in Klang Valley, it was a tremendous success. We knew that we wanted to do something meaningful for the Sabah community," said Leung.

In addition to promoting a healthy lifestyle and healthy communities, the Alliance Bank Sabah Coastal Run 2015 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 organization 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 the state, 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 to deliver aid directly to targeted beneficiaries. At present, the 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 in Kuala Lumpur. The money that the organization received from the Alliance Bank Sabah Coastal Run 2015 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 personal and commercial aspirations of the Sabah community since the 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 that reasons, wanting to encourage a balanced and healthy lifestyle and our entrenched presence in the Sabah community, it made us realise that we should also host a run here," added Leung.

Registration for the Alliance Bank Sabah Coastal Run 2015 can be done online at <http://www.alliancebank.com.my/sabahrun> until December 31, while the race kit collection will be held at Performance Sportz at Likas Golf Driving Range on January 15 - 17 from 10am to 6pm.