

Headline	Corporates tackle forest in race for charity	Language	English
Date	15 Oct 2009	Page No	8
MediaTitle	Malaysian Reserve	Article Size	219 cm²
Section	Corporate Malaysia	Color	Full Color
Journalist	JASON NG	ADValue	2,445
Frequency	Daily	PRValue	7,336
Circ / Read	20,000 / 35,000		



Corporates tackle forest in race for charity

by **JASON NG**

THE inaugural Frost & Sullivan "Frost the Trail" challenge saw 100 participants from some of the most well-known corporates in Malaysia racing in the spirit of corporate social responsibility last Sunday.

The event attracted 14 companies, pitting 25 teams to complete an 8.1km course, in the midst of the Forest Reserve Institute Malaysia (FRIM) in Kepong, Kuala Lumpur, to raise money for three charities.

"Through 'Frost the Trail KL', we hope to enhance awareness about the importance of creating sustainable value and corporate sustainability," said Frost & Sullivan Asia Pacific partner and managing director Manoj Menon.

Winners of the "Frost the Trail" race were runners from Accenture Team 1, with members comprising Ben Zuehlsforf, Chua Swee Hock, Jennifer Ng and Lim Keat Seong.

Both Zuehlsforf and Ng emerged as the fastest male and female runner respec-

tively as they started around scenic lake route followed by a track through the jungle and a final dash over a rugged track. Meanwhile, Digi Team 1 blazed ahead as the first runner up followed by Accenture Team 2 as the second runner up in the race.

The race also saw representatives from Aeris Design, Berjaya, Celcom, EC Council, Ericsson, Guinness, ING, Intel, Malaysia Airlines, Malaysian Harmony Tours & Travel, Microsoft, MAVCAP, MDeC, Northport, Robert Walters and Symphony amongst others.

"It is very heartening to receive participation from other corporate companies who are like minded in the objectives of incorporating CSR and corporate environmentalism into business activities," Menon said in a statement.

The three beneficiaries of the charity run, set to be an annual event from this year onwards, were Pusat Kasih Sayang YWCA, Pusat Jagaan Kanak-Kanak Kurang Upaya Kirtash and Yayasan Anak Warisan Alam, according to the organiser.

"The run is also a great opportunity for employees to get together and have fun with their peers," Menon said.

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