

Headline **'Frost the Trail' run raises funds for 3 homes**
 Date **21 Oct 2009**
 MediaTitle **New Straits Times**
 Section **Supplement**
 Journalist **N/A**
 Frequency **Daily**
 Circ / Read **139,763 / 330,000**

Language **English**
 Page No **S2**
 Article Size **257 cm²**
 Color **Full Color**
 ADValue **7,602**
 PRValue **22,807**



'Frost the Trail' run raises funds for 3 homes

KUALA LUMPUR: A total of 14 companies, 25 teams and 100 runners gathered at the Kepong Botanical Garden (KBG) area of the Forest Reserve Institute Malaysia (FRIM) recently for the flag off of the inaugural Frost & Sullivan "Frost the Trail" run for corporate social responsibility (CSR).

Successfully held in Singapore for four years now, Frost the Trail KL Corporate Challenge is set to be an annual event here in Malaysia.

FRIM was specially selected as the location for the first run that was aimed at raising funds for three charities as well as instilling an appreciation for greening the environment and contributing to a sustainable world through both ecological and human sustainability practices.

Frost the Trail KL Corporate Challenge saw teams of four runners each having to complete 8.1km which started around the scenic lake route of KBG, followed by a track through the jungle and a sprint over a rugged track.

In line with the objective of promoting teamwork, the winners were tabulated based on the time each team managed to complete the circuit.

The three beneficiaries of this charity run were Pusat Kasih Sayang YWCA, Pusat Jagaan Kanak-Kanak Kurang Upaya KIRTASH and Yayasan Anak Warisan Alam (YAWA).



Members of the Accenture Team 1 receiving their prize from Forest Reserve Institute Malaysia director-general Datuk Dr Abd Latif Mohmod (second from right).

The children of Pusat Kasih Sayang YWCA and KIRTASH danced for the crowd while YAWA put on a riveting eco drum performance, which saw the children playing "musical" instruments made from recycled and used materials.

Frost & Sullivan Asia Pacific partner and managing director Manoj Menon said they were pleased with the response to the inaugural event here.

"Through the annual Frost the Trail KL Corporate Challenge, we hope to enhance awareness about the importance of creating sustainable value and corporate sustainability.

"The run is also a great opportunity for employees to get together and have fun among their peers as well as members of the community from other companies in a common worthy cause.

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

"Through their generous donations, we were able to make a difference for the children in these three organisations," Menon said.

The guest-of-honour at the event was FRIM director-general Datuk Dr Abd Latif Mohmod. Others present included Frost & Sullivan chairman David Frigstad and global president and managing partner Aroop Zutshi.

The winning team for the run was Accenture Team 1, made up of runners Ben Zuehlsforf, Chua Swee Hock, Jennifer Ng and Lim Keat Seong.

Zuehlsforf and Ng were also the fastest male and female runner respectively.

The first runner-up was Digi Team 1, with team members Christian Schutt, Jarand Fjeld, Per Brogaard and Per Christian Mortand, while the second runner-up went to Accenture Team 2 comprising Chee Hon Siew, Freddy Loo, Fung Kit Lim and Teh Su Ann.