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# Run to raise awareness of fire safety

Company kick-starting its three-year campaign by organising a run at FRIM in October

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ACCORDING to Fire and Rescue Department statistics, Malaysia suffered almost RM7.4bil in losses because of fires between 2010 and 2014.

A breakdown of the statistics showed that there were 5,677 cases of building fires in 2014, of which 2,717 were residential premises.

The alarming figures has prompted Firefighter Industry Sdn Bhd to launch a Fireproof Malaysia Campaign 2016, a three-year holistic campaign to combat fire menace in Malaysia.

"It focuses on preventing and creating a safe environment in our houses, community and workplaces. It is about helping the cause and preventing the cost," said Fire Fighter Industry Sdn Bhd executive director Michelle Hah Mei Kian.

The campaign's objective is to create awareness about fire safety and prevent fatalities, injuries or property loss due to fire.

Under this campaign, there is a Fire Fighter Charity Trail Run 2016 to be held on Oct 16 at the Forest Research Institute Malaysia (FRIM), Kuala Lumpur.

"In the news, we always talk about the person who was saved from a fire but not the person who ran into that blaze to save the fire victim. That's our firemen, they are the unsung heroes," said Hah.

All the proceeds raised from the run will go to five recipients who comprise firemen and fire victims.

Another beneficiary of the fundraiser is Hulu Langat Special Children Association.

"Medical bills are not cheap and rebuilding a house burnt down by fire is not cheap either. So we wish to help," said Hah.

The 9km run is divided into five categories. The top 10 finishers in each category will receive trophies while the top five will receive Ultron cash vouchers worth RM300, RM200, RM150, RM100 and RM50.

All participants will also receive an exclusive Dry-Fit running T-shirt and medal each.

For details on Fire Fighter Charity Trail Run 2016, call Shareen at 03-7962 9999.



Hah (centre) flanked by Harveston principal consultant for risk management and employee's benefit Damian Tuan Kit Keen (left) and Fire Fighter Industry Sdn Bhd managing director Jeffrey Soo at the press conference on the inaugural Fire Fighter Charity Trail Run 2016.