

## **For The Love of the Game**

### *Zurich re-ignites the “Love for Football” in Malaysian youth*

**Kuala Lumpur, 26 June 2014** – The world is currently abuzz with the football World Cup fever, but students from ten secondary schools have another reason to cheer. Zurich Insurance Malaysia Berhad today officially launched its **“Zurich Love for Football”** program. The initiative, organised in collaboration with Little League Soccer Sdn. Bhd., led by former professional footballer and ESPN STARSPORTS pundit Paul Masefield, will run from June to September this year.

**“Zurich Love for Football”** is a Corporate Social Responsibility (CSR) project by Zurich Insurance Malaysia with an aim to promote health and wellness among youths through the popular sport of football. In line with Zurich’s Global Community Week (GCW), this initiative is part of Zurich’s commitment to its communities where its customers and employees live and work. Now in its third year, the GCW highlights and celebrates Zurich’s community investment activities in over 40 countries around the world and provides a platform to raise employee awareness on Zurich’s role in society.

“Zurich has a long standing history of supporting communities worldwide through local community programs. While we can be proud of the contribution to society Zurich makes through our core business of insurance, we must also give back to our communities through our talent, time and resources. This year, our commitment to communities goes further as we embark on a long-term community involvement with “Zurich Love for Football” program,” said Christine Cheu, Chief Marketing Officer of Zurich Insurance Malaysia.

The initiative was officially launched today at the Kuala Lumpur Football Association (KLFA) Futsal Court by Y.A.M. Tunku Tan Sri Imran ibni Almarhum Tuanku Ja’afar, President of the Olympic Council of Malaysia. Football legend Datuk Santokh Singh was also present to referee a friendly match between celebrity pundit, Abbas Saad and the Little League coaches against school players from Sekolah Menengah Kebangsaan Seri Bintang Utara.

Through this program, Zurich Insurance Malaysia and the Little League coaches will run a series of football clinics across ten secondary schools with existing football clubs from various states in Peninsular Malaysia including Kuala Lumpur, Selangor, Perak, Melaka, Negeri Sembilan, Pahang and Johor Bahru. The clinics are expected to reach out to over 700 youths and will provide training in dribbling, passing, shooting and various fitness drills.

The “Zurich Love for Football” program is also in line with the recently launched National Football Development Plan helmed by the Ministry of Youth and Sports to re-ignite Malaysia’s football glory days by nurturing young talents from the grassroots.

“To say Malaysians are football crazy is an understatement. But more than that, it is a tie which binds people together, be they family, friends, schoolmates, colleagues, and sometimes, even rivals! Realising the immense power that this game has, we introduced the program to effectively reach out to today’s youth, who are the ‘movers and shakers’ of tomorrow,” said Christine.

Zurich Insurance Malaysia has pledged to contribute RM5,000 to each of the selected schools, which will go towards the purchase of football equipment and upgrade of their club facilities. As a motivation and encouragement to the students, the most outstanding player selected at each clinic will receive RM500 worth of football merchandise. Zurich’s management team and employees are also able to participate in the program as they will be given the chance to play against the schools in friendly matches.

“Our ‘goal’ is simple; we want to promote the love for football while inculcating positive values in these youths by helping to enhance their skills in doing what they truly love.” added Christine.

For more information on “Zurich Love for Football” program and clinic updates, please visit Zurich Insurance Malaysia’s Facebook page at

[www.facebook.com/ZurichInsuranceMalaysia](http://www.facebook.com/ZurichInsuranceMalaysia) or visit [www.zurich.com.my](http://www.zurich.com.my).



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**Zurich Insurance Malaysia Berhad**, as part of Zurich Insurance Group, is a well established composite insurer headquartered in Kuala Lumpur with a nationwide presence of 39 branches in Malaysia. Zurich caters to the insurance, savings and investment needs of Malaysians by offering a vast range of general and life insurance solutions through its 5,400 tied Life Insurance agents, and 3,000 multi-tied General Insurance agents. The company was formerly known as Malaysian Assurance Alliance Berhad. Further information about Zurich in Malaysia is available at [www.zurich.com.my](http://www.zurich.com.my)

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