

'Eat Right to Play Right'

Zurich Insurance Malaysia contributes RM4million to One Goal in Malaysia to fight against child malnutrition in the country

Kuala Lumpur, 8 December 2015 –Taking a step further in demonstrating true love for our children, Zurich Insurance Malaysia Berhad (ZIMB) joined forces with One Goal in Malaysia, a movement initiated by the Asian Football Confederation (AFC), World Vision International (WVI) as well as the Football Association of Malaysia (FAM) for a four-year integrated community programme, **Eat Right to Play Right**.

Leveraging on the power of football and Malaysia's passion for the sport, this programme seeks to use football as a platform to educate children on the importance of nutrition as well as instilling self-discipline and sportsmanship. Through this collaboration, ZIMB pledges its support by contributing RM1million per year to develop and co-execute the Eat Right to Play Right programme for four consecutive years as part of ZIMB's long-term Corporate Social Responsibility (CSR) effort driven by its **#TrueLoveForOurChildren** initiative.

Under the programme, a series of football clinics as well as other community-based activities will be conducted for boys and girls aged between five to 12 years old from various backgrounds in selected communities covering both Peninsular and East Malaysia.

With a target reach of 10 states including the vicinities of Kuala Lumpur, Selangor, Kelantan, Sabah, Perak, Kedah, Johor as well as Sarawak, these communities, both urban and rural, were identified based on their needs, nutritional status and poverty levels. Trained community coaches will be conducting the weekly football sessions, which have been tailored to be fun, educational and interesting whilst educating the children on how to eat healthily and wisely.

Speaking at the media launch today, Philip Smith, Chief Executive Officer of ZIMB explained that the Eat Right to Play Right programme reflects on the company's commitment to continuously promote health and wellness amongst youth.

“At Zurich Insurance, our corporate responsibility involves investing in the local communities in which we live and work; contributing to their well-being and encouraging sustainable development that goes beyond the social and economic value of our business. We believe that investing in early childhood development, particularly in tackling child malnutrition through this exciting programme could yield significant long term effects as they are motivated to adopt these healthy behaviors as a lifelong practice. This will essentially drive a brighter and healthier future for our children.”

Activities planned under the programme include the **Nutrition Module** and **Football Module**. The Nutrition Module features integrated nutritional programs, provisions of healthy snack, health checks, parents’ nutrition workshops, *Bring a Friend Day* and *Support School Canteen* initiatives while the Football Module provides community coach trainings, training modules, football tournaments and *Coaches Unite* sessions. These programs are jointly supported and coordinated together with dedicated teams from World Vision Malaysia and leveraging on football technical expertise by FAM.

All of the children participating in the Eat Right to Play Right programme will be monitored before and after the programme for improved nutritional status. At the end of the four-year collaboration, the programme is expected to realise more than 140 teams, 280 community coaches as well as 3,000 children and families.

“We are extremely pleased that Zurich Insurance has come on board as our partner for the next four years. Their enthusiasm is infectious and commendable. I am confident that this partnership will bring positive lifestyle changes to local children from underprivileged backgrounds throughout Malaysia as we grow the sport at grassroots level,” said Terry Leong, spokesperson for One Goal in Malaysia.

The Eat Right to Play Right programme is also in line with the National Plan of Action for Nutrition and the National Football Development Plan initiated by the Ministry of Youth and Sports to provide children and communities with knowledge, skills and access required for a child to be active and healthy, as well as to elevate the standard of local football by creating a bigger pool of quality players at the grassroots level.

Witnessing the launch of this significant milestone between ZIMB and One Goal in Malaysia were Mr. Anuar Idris, Assistant Director - Sports Division, Ministry of Education Malaysia, Mr. Hasyami Bin Saihun, Senior Assistant Director – Nutrition Division, Ministry of Health Malaysia, Mr. Lazarus Jansen Xavier, Assistant General Secretary of Football Association of Malaysia (FAM), Dr. Annathurai Raganathan, Head of Social Responsibility, Asian Football Confederation (AFC), Dato’ Ir. K J Abraham, CEO of World Vision Malaysia as well as One Goal Ambassadors, Deborah Henry and K. Reuben.

For more information on Eat Right to Play Right programme and its updates as well as ZIMB’s endeavor towards corporate responsibility, please visit www.zurich.com.my or its Facebook page at www.facebook.com/ZurichInsuranceMalaysia

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One Goal is a global movement of advocates initiated by the Asian Football Confederation (AFC) and World Vision with one goal: nutrition for every child. In Malaysia, the Football Association of Malaysia (FAM) is a core partner of this initiative to combat child malnutrition amongst Malaysian children. Through grassroots football, One Goal in Malaysia aims to improve nutrition for children, increase sports participation and develop healthy lifestyles. Football is the platform, nutrition is the goal.

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