

Stay Protected with Zurich Insurance throughout your Journey to Wellness

Zurich Insurance Malaysia embarks on a nationwide campaign and collaborates with local illustrator, Emila Yusof to raise funds for less fortunate children

Kuala Lumpur, 15 July 2016 – Throughout the months of May to August, Zurich Insurance Malaysia Berhad (ZIMB) is running a series of initiatives under its ***Journey to Wellness*** campaign in line with its global communication platform - **For Those Who Truly Love**. These initiatives, aimed at inspiring fellow Malaysians to adopt healthier lifestyles to achieve both physical and financial wellness, includes a series of **nationwide roadshows, exclusive wellness seminars, a social media contest** as well collaborating with a renowned local illustrator for a **charity drive**.

In explaining the idea of encouraging Malaysians to jump start their journey to wellness through insurance, **Philip Smith, Chief Executive Officer of ZIMB** states, “We all know that staying physically fit and financially secured is rewarding. But what matters most is being prepared to protect the people you care about. At Zurich, we offer plans that cover our customers and their loved ones at every stage of life. We believe that crucial choices made today in favour of financial and physical wellness will help change lives for the better and ensure that Malaysians get to spend quality time with the ones they truly love.”

ZIMB’s wellness campaign kicked off with exclusive wellness seminars during the month of June, touching on the importance of setting financial priorities as well as life wellness by renowned keynote speakers KC Lau, together with personalities Owen Yap and Joanne Kam Poh Poh. Since June, on ground roadshows are being held at selected market centres to showcase Zurich’s life insurance offerings. A team of ZIMB sales advisors will also be on hand to provide expert advice and consultation to interested visitors. Those who sign up for a life policy on the spot will be in the running to win an Ogawa Loxa Sofa worth RM 8,999.

One of the highlights in these roadshow locations is a **giant coin jar**, specially **hand-painted by renowned Malaysian illustrator, Emila Yusof**. Well known for her classic children’s book such as “My Father’s Farm” and “My Mother’s Kitchen”, Emila Yusof lent her artistic talents to help raise funds for the less fortunate children from the **Shelter Home for Children**.

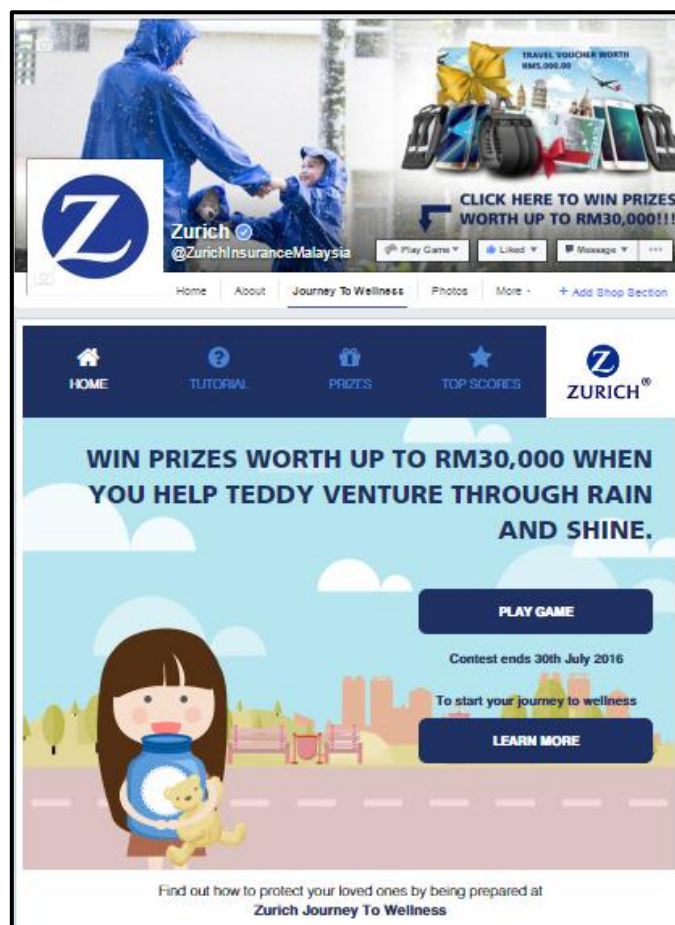
“It is truly a refreshing experience for me to be collaborating with Zurich to spread the message of financial and physical wellness. As a children’s book author and mother, these messages resonated strongly with me. With my artwork, I wanted to incorporate values of family togetherness whilst showcasing elements of protection and saving up for the future. I hope I can invoke these same feelings to all who see my art,” explains Emila Yusof.

The giant coin jar will be travelling to selected locations nationwide with the first pit stop at Putrajaya’s IOI City Mall from 15th July to 17th July; and will head up north to Sungai Petani and Penang thereafter. Proceeds collected at these roadshows will be channelled to the Shelter Home for Children to help provide food, clothing and education for the children as well as maintenance of the home.



Giant Coin Jar at ZIMB’s Journey to Wellness Roadshow in IOI City Mall, Putrajaya

The campaign also comes to live in the **digital space** with a heart-warming video of a little girl and her favourite teddy bear. It showcases how a little girl's true love made her go the extra mile to protect those she truly love. Not only that, Facebook users can also help the little girl protect her favourite teddy bear by joining **ZIMB's Facebook** (www.facebook.com/ZurichInsuranceMalaysia) game contest and stand a chance to win up to RM 30,000 worth of prizes.



For more information on ZIMB's **Journey to Wellness** campaign, please visit www.zurich.com.my/journeytowellness

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Zurich Insurance Group (Zurich) is a leading multi-line insurer that serves its customers in global and local markets. With about 55,000 employees, it provides a wide range of general insurance and life insurance products and services. Zurich's customers include individuals, small businesses, and mid-sized and large companies, including multinational corporations, in more than 170 countries. The Group is headquartered in Zurich, Switzerland, where it was founded in 1872. The holding company, Zurich Insurance Group Ltd (ZURN), is listed on the SIX Swiss Exchange and has a level I American Depositary Receipt (ZURVY) program, which is traded over-the-counter on OTCQX. Further information about Zurich is available at www.zurich.com

Zurich Insurance Malaysia Berhad (ZIMB), as part of Zurich Insurance Group, is an established composite insurer headquartered in Kuala Lumpur with a nationwide presence of approximately 40 branches throughout Malaysia. ZIMB caters to the protection, savings and investment needs of Malaysians by offering a wide range of general and life insurance solutions through its diverse distribution channels. With more than 1,000 dedicated employees supported by a wide network of Life and General Insurance agents, ZIMB is committed in helping customers and other stakeholders understand and protect themselves from risk. Further information about ZIMB and its services, please visit www.zurich.com.my

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