

## **‘Eat Right to Play Right’ Programme Kicks-Off its First Inter-Community Football Tournament**

*130 children from selected communities trained under the programme showcase their football skills and talents.*

**Kelana Jaya, 11 March 2017** – Zurich Insurance Malaysia Berhad (ZIMB) together with One Goal in Malaysia kicked off its first inter-community football tournament under the **Eat Right to Play Right (ERTPR)** community programme at the Football Association of Malaysia (FAM) here today. The tournament brought together 130 primary school children who have completed their first training cycle under the ERTPR programme.

The half-day tournament united 17 teams of boys and girls aged between seven (7) and 12 years old from eight (8) urban and rural communities within Selangor and Klang Valley for a friendly game of football to showcase their skills and talents on the pitch. The tournament was divided into three different categories respectively; under 8, under 10 and under 12.

Leveraging on Malaysia’s passion for football, the ERTPR programme seeks to use the sport as an awareness-raising platform to educate children on the importance of nutrition while instilling self-discipline and sportsmanship.

With the aim to fight against child malnutrition, ZIMB joined forces with One Goal in Malaysia – a movement initiated by the Asian Football Confederation (AFC), World Vision International as well as FAM – to co-execute the ERTPR programme for four (4) consecutive years as part of the company’s long-term Corporate Social Responsibility initiative.

Children from selected communities across Klang Valley, Selangor, Kelantan and Sabah have trained under the ERTPR's **Football Module** and **Nutritional Module** on a weekly basis since the inception of the programme in December 2015. Training sessions are jointly supported and coordinated by dedicated teams from World Vision Malaysia (WVM) and football technical expertise by FAM.

The Football Module provides basic football training for the children as well as training modules for the community coaches, whereas the integrated Nutritional Module offers health checks, provisions of healthy snack, and parents' nutritional workshops to the communities involved.

Joining the fun and cheering on the children at the tournament was Philip Smith, Chief Executive Officer of ZIMB who shared his sentiment on the company's commitment in supporting the programme. "Eat Right to Play Right is born out of a common desire to ensure that every child has access to healthy and nutritious meals to lead an active life. I am delighted to see many happy faces today including parents and teachers, which reassures our commitment and effort in tackling child malnutrition issues. We trust this programme will continue to make a significant difference in the lives of these children and pave the way for a brighter future for them."

Among the communities which participated in the tournament include Kelana Jaya, Ladang Batu Ampat, Desa Amal Jireh, Broga and Enggang. Apart from the football tournament, the children also took part in exciting nutrition-based quizzes and games. In the spirit of giving back to the communities, more than 30 ZIMB employees dedicated their personal time to volunteer as referees, linesmen, ball pickers and match coordinators for the tournament.

Terry Leong, Chief Executive Officer of WVM Foundation and spokesperson of One Goal in Malaysia who was also present at the event explained, "This inter-community tournament provides both community coaches and children a sense of excitement and achievement. We have observed remarkable improvements among the children particularly their sporting spirit and of nutritional knowledge in these children.

We are confident that the programme will be able to meet its goal of improving the nutritional status as well as bring positive changes to these children within the targeted communities in Malaysia.”

All participating teams and their respective community coaches walked away with shopping vouchers worth RM8,500 while the winning teams under each category received sports equipment and apparel vouchers worth RM1,500. In recognition of the dedication and hard work of the community coaches, ZIMB presented 10 community coaches with group personal accident coverage worth RM200,000 each.

To date, the ERTPR programme has reached more than 600 children from 30 communities in both Peninsular and East Malaysia. The second leg of the inter-community football tournament is set to take place in Sabah at the end of the year with participation from the second batch of children trained under the programme.

For more information on ERTPR programme and its updates as well as ZIMB’s endeavour towards corporate social responsibility, please visit [www.zurich.com.my](http://www.zurich.com.my) or its Facebook page at [www.facebook.com/ZurichMYS](https://www.facebook.com/ZurichMYS)

**Note to Editor:**

**Eat Right to Play Right** is a four-year integrated community programme by Zurich Insurance Malaysia Berhad (ZIMB) in partnership with One Goal in Malaysia to tackle child malnutrition issues through instilling a healthy nutritional habit catalysed by the passion and love for football.

Through this collaboration, ZIMB pledges its support of RM1million per year contributed by the **Z Zurich Foundation** to develop and co execute the programme as part of ZIMB’s long term Corporate Social Responsibility (CSR) effort driven by it **#TrueLoveForOurChildren** initiative.

**Z Zurich Foundation**

The Z Zurich Foundation provides a way for local Zurich entities to carry out its commitment to community involvement from the Group level. It is a private foundation under Swiss law funded by Zurich Insurance Company Ltd and Zurich Life Insurance Company Ltd.

The Z Zurich Foundation's mission is to build resilience by helping people understand and protect themselves from risk. By taking a long-term cooperative approach to tackling global challenges, the Foundation makes a valuable contribution to sustainable social and economic development, combining Zurich's global experience and risk management capabilities with non-profit organizations' local knowledge and development expertise.

To invest its resources most responsibly, the Foundation selects organizations that demonstrate good governance, fiscal and administrative stability and produce measurable results. Programs and projects are chosen based on their potential to create sustainable value to society. Preference is given to long-term projects and alliances, particularly those where the Foundation is also able to use the financial, managerial, and technical expertise of Zurich Insurance Group and its employees for in-kind contributions, thereby achieving a greater positive impact for society.

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**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. Zurich is uniquely positioned within the Malaysian insurance market where it offers a full range of insurance solutions also covering Shariah-compliant products of Family Takaful as well as General Takaful through its sister company, Zurich Takaful Malaysia Berhad. Further information about Zurich in Malaysia, please visit [www.zurich.com.my](http://www.zurich.com.my)

**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.

**For further information, please contact:**

***Zurich Insurance Malaysia Berhad***

**Alexandra Lee Abraham**

Tel : 03 – 21468957

Fax : 03 – 21432124

Email: [alexandra.lee@zurich.com.my](mailto:alexandra.lee@zurich.com.my)

**Fazrah Fadzil Khan**

Tel : 03 – 21468499

Fax : 03 – 21432124

Email: [fazrah.fadzil@zurich.com.my](mailto:fazrah.fadzil@zurich.com.my)

***ONE GOAL in Malaysia***

**Lydia Lee**

H/P : 016 – 452 8960

Email: [lydia\\_lee@wvi.org](mailto:lydia_lee@wvi.org)

**Jared Goon**

H/P : 0 17 – 306 2604

Email: [jared\\_goon@wvi.org](mailto:jared_goon@wvi.org)

***ROOTS PR Sdn Bhd***

**Charmaine Goh**

H/P: 017 – 880 6829

Tel: 03 – 74940292

Email: [charmaine.goh@rootsasia.com](mailto:charmaine.goh@rootsasia.com)

**Jacqueline Khoo**

H/P : 016 – 453 8183

Tel : 03 – 74940292

Email: [jacqueline.khoo@rootsasia.com](mailto:jacqueline.khoo@rootsasia.com)