

# Rat Race 2009

TUESDAY, AUGUST 11

With just one more week to go before the 10th edition of the Kuala Lumpur Rat Race flags off, Corporate Malaysia has raised RM1.66 million for charity. There will be 156 teams from 65 companies as well as 52 corporate chiefs. Here are more faces you'll be seeing at the Race.

its bit to help raise funds for the less fortunate," says Datuk Seri Jamaludin Ibrahim, Celcom (Malaysia) Bhd chairman as well as Axiata Group Bhd president and group CEO.

Jamaludin will be among the captains of industry in the CEO category of this year's race. "This is my second time participating, though the first time was with a different company. If I can survive again this year, I should be able to participate next year!" he says.

Jamaludin also says it is not often that he gets the opportunity to participate in a healthy activity, repre-

*The Edge* editor-in-chief Ho Kay Tat and Celcom's vice-president of corporate communications Datuk Najmuddin Abdullah

sent his company officially, meet his counterparts, contribute to a worthwhile cause and have fun all at the same time. "That's what encouraged me to take part. In fact, participation by senior management and top executives in events such as the Rat Race should be strongly encouraged."

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ECM Libra is back for its sixth consecutive year with five teams

## ECM Libra

ECM Libra is back for its sixth consecutive year in the Rat Race with five teams and is excited as ever to be pounding the streets of KL on Aug 11.

"It's a good and healthy way to raise funds for a worthy cause," says Cynthia Woon, who will be running for the first time. Also making his race debut is Muhammad Nur Firdaus, who signed up for one simple reason — to have fun.

Their teammates Wallace Tan, Joseph Yap and Loo Chee Chong have all experienced the Rat Race before. Tan loves the race for the fun of it as well as the challenge of completing the race dressed in office attire. Yap believes his participation will help encourage more social contributions as well as motivate more teamwork within the company. Loo concurs with Yap, adding that their

participation may even encourage more colleagues to sign up for future editions of the race.

## OCBC Bank

Two decades after blazing the tracks as a middle distance runner for Perak, OCBC Bank (Malaysia) Bhd's director and CEO Jeffrey Chew is looking forward to running the streets of KL for both health and heart.

Chew, who will be racing in the CEO category, says, "It's nice to be fit enough to race. We at OCBC Bank are looking forward to this opportunity to do our bit for society and hope that this gesture will go some way towards easing the burden of the less fortunate."

Chew, who stays fit by golfing on weekends, also hopes to use the Rat Race as a means of staying healthy. "What better way to do this than by focusing on the reason for the race

— that it is ultimately for charity. I hope to shape up and simply enjoy the race while reflecting on the people this effort is for. And I know my other colleagues are actively training to get into shape to take up the challenge ahead," he adds.

OCBC is fielding two teams in the main race. One of its runners, Lee Weng Khong, is representing his company for the third consecutive year. "The race will certainly serve as a good platform for the team to contribute to charity and have an enjoyable time. We look forward to putting on a good show in the name of charity — in our work outfits! And we are particularly excited by the fact that there are several children's charities that will benefit from this year's race, especially since OCBC Bank's CSR efforts revolve around children," says Lee.

## PricewaterhouseCoopers

PricewaterhouseCoopers (PwC) is another long time supporter of the Rat Race and it's an annual affair its staff looks forward to — not just for the runners but also the supporters that cheer them on.

Team leader Calvin Jacob says PwC is proud to once again be one of the many participating organisations in this worthy cause. "This is our ninth year participating and yes, we will be back next year, barring any unforeseen circumstances. The race is a great way to foster team

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