

# CELEBRATING 20 YEARS OF SERVICE

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MORE than 5,000 runners recently participated in Makna Founder's Night Run (MFNR) 2014 in Putrajaya, held to mark the 20th year of operations of the National Cancer Council, or Makna.

They ran their hearts out in support of cancer patients they know, or in memory of those who did not survive. The run was participated in by cancer patients too and survivors, who received rousing cheers from the public. They were in Kuala Lumpur as part of a three-day Makna Cancer Heroes Gathering.

Makna president Datuk Mohd Farid Ariffin said: "We are extremely proud that Makna has grown into a 'young adult', trying our best to sustain to our services and provide consistent, relevant and meaningful assistance to the cancer community and the public for the past 20 years.

"This run is the milestone of this achievement. It energises our spirit to go even further with what we have been able to do to help them cope with cancer."

## SMOKE-FREE CAMPAIGN

THIS month, Empowered — The Cancer Advocacy Society of Malaysia takes aim at lung cancer in a new and exciting campaign which runs until Nov 22.

The campaign was launched at Dataran Perumahan Awam Seri Perak in Bandar Baru Sentul on Nov 16 with the theme "Say No to Smoke, Say Yes to Life".

"Delivering greater awareness and education to the public about this fatal disease, as well as advocating for a healthier Malaysia through this campaign, is Empowered's key focus in November as it is World Lung Cancer Awareness Month," says Dr Christina Ng, the founder of Empowered and a consultant medical oncologist.

Educational booths, consultations with medical professionals, information about the dangers of smoking and lung cancer will be available throughout the campaign.

Art and photography competitions linked to the theme will be organised for children and teenagers.

## TEA PARTY FOR AWARENESS

TO promote breast cancer awareness, Getha recently held a tea party in its flagship store in Petaling Jaya. "We believe a good night's sleep is crucial for rest and rejuvenation of the mind and body. For a person afflicted with breast cancer, especially after the medical treatments and possible surgery, good bed rest to revive the body back to optimum health is necessary" said Melissa Tan, Getha export manager.

Guests were given tips and clues on how to take early precautions on breast cancer, such as the breast self-examination. The event raised RM10,000 for the National Cancer Society of Malaysia.

## WALK FOR THE CHILDREN

HSBC Bank Malaysia Berhad will be organising its annual fundraising programme, the Charity Partner Walk 2014, on Sunday, Nov 23, 7am to 11am, at Dataran Petaling Jaya (Padang Timur), Selangor.

The 5km fun walk, open to the public, aims to raise funds for HSBC's Charity Partner, Rumah Hope, a home for abused and neglected children. There will be a mini carnival at the venue as well.

The registration fee is RM20 for adults (18 years and above) and RM10 for students (7-17 years old). Those interested can register at selected HSBC branches in the Klang Valley or the Federal Territory Amateur Athletic Association (FTAAA). Or register online at [www.hoohaa.asia](http://www.hoohaa.asia). Closing date is Nov 20.

## Healthy ageing

WHY do some people age faster than others? Why do some struggle with excess weight? Why can it be so difficult to control blood pressure or cholesterol levels?

Dr Rajbans, president of the Malaysian Wellness Society and Malaysian Stem Cell Association (and past president of the Malaysian Healthy Aging Society) will be delivering a talk on How To Unlock the Secrets To Healthy Ageing on November 27 (Thursday) at noon at BE Urban Wellness, 11th Floor, Work@Clearwater, Jalan Changkat Semantan, Damansara Heights Kuala Lumpur.

This event is free for members of BE Urban Wellness. Fee: RM50 for non-members. Call 03-2095 1999 to book seats or email [info@beurbanwellness.com](mailto:info@beurbanwellness.com).

## FITNESS AND

## NUTRITIONAL MOBILE APPLICATION LAUNCHED

iM4U, Malaysia's leading youth volunteer community, in collaboration with Malaysian Association of Telehealth and its member company Rekaplus Diversified, launched the Walk-A-Win app.

The app is a real-time gaming fitness and nutritional mobile application that motivates individuals to stay physically active. Available on both iOS and Androids, it is an inbuilt contest that also goes with an attached storyline.

Based on a new concept of fusing health and entertainment, the objectives of the app include:

- To transform physical activity into an entertaining and incentivising activity for all age groups in Malaysia
- To eradicate occurrence of non-communicable diseases by increasing physical activity involvement in Malaysia
- To become a precursor for environmental protection and reduction in carbon emission in Malaysia

The event was officiated by Datuk Mah Siew Keong, Minister in the Prime Minister's Department, with 200 iM4U volunteers taking their first step towards a healthy lifestyle.

## NEW AND IMPROVED FEATURES

THE new-and-improved Kotex Soft & Smooth range was recently launched. It now comes with rapid absorb core to help absorb sudden gushes immediately and directly at the source for better protection.

It also has micro-dri cover with more than 3,000 micro holes for fast and effective absorption.

The infinity lock system with side barriers and deep channels, providing all-around protection against leaks.

The range is available at all major outlets.

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Runners in action!