



Frost the Trail Iskandar Malaysia - The Run for Social Responsibility

NUSAJAYA, JOHOR 13 MARCH 2014 - After running for 8 years in Singapore and 4 years in Kuala Lumpur, Frost the Trail Corporate Challenge will incept its inaugural Frost the Trail Iskandar Malaysia Challenge which will take place on the 13th April 2014 at Puteri Harbour, Nusajaya.

Frost the Trail Corporate Challenge is an exhilarating race, where individual participants and teams of four compete around a 5km (Team) / 9km (Individual) circuit. Through this event, the organizers aim to inspire social consciousness within the corporate industry in Nusajaya as all proceeds from the challenge will be donated to the beneficiary, OrphanCARE whose mission is to place orphans into loving homes as well as provide an alternative for mothers having babies out of wedlock by providing a safe haven for their babies who may otherwise be abandoned.

The challenge will also encourage the importance of healthy living, enhanced teamwork while providing an excellent opportunity to interact with industry peers in a casual and relaxed environment.

The event was officially launched by Yang Berhormat Dr. Zaini Abu Bakar, the ADUN of Nusajaya. *"I am very pleased with this initiative which encourages all the corporations in Nusajaya to promote healthy lifestyle and caring corporate citizenship. This innovative collaboration should be expanded to various sporting, business and social events in making Nusajaya an attractive destination for investment, career and leisure."* said Dr. Zaini during the official launch at Traders Hotel in Puteri Harbour.

Starting at Mah Sing Group Bhd's The Meridin @Medini and ending at Puteri Harbour, the 5km (Team) / 9km (Individual) route will take you through a breathtaking view of the marina and rugged roads making it an all-in-one adventure filled morning.

Frost the Trail Iskandar Malaysia is co-organized by Frost & Sullivan, Medini Iskandar Malaysia and i2M Ventures. UMLand is a Platinum Donor, Mah Sing Group is a Gold Donor, and Executive Sponsors include Columbia Asia, IUVO Solutions, Level 3, iProperty, and Traders Hotel. Supporting Partners are from Little Red Cube, Lucky Music, MCT, Princeton Hotel, eBizway Research, and Top Stainless Steel, while The Iskandarian is a Media Partner.

Thomas Tay, the organizing chairman of this year's event is appreciative of the invaluable support the event has garnered but believes more can be done. He said, *"Frost the Trail Corporate Run is a joint effort with our corporate partners to help the less fortunate. Through this run, we hope to raise funds for our adopted charity, as well as encourage others to do their part to contribute to worthy causes and make a difference in the community. Our collaborative effort will go some way in providing the necessary support for our beneficiary so that they can continue their efforts in improving the quality of life for the underprivileged under their care."*

All participants (Individual & Team Category) will be flagged off simultaneously. For the Team Category, all four members of each team will be timed individually and a total group time will be collated. These group times are then ranked and the fastest team will be named the winner.

Columbia Asia Nusajaya will also be providing free health screenings for the public and make available their ambulance service for the runners.

If you have any enquiries, would like to register or be a sponsor, please email imfrost-the-trail@frost.com or visit www.frost.com/frost-the-trail-im for more information.

Frost the Trail Iskandar Malaysia 2014	
Date:	13 April 2014
Venue:	Flag-off : The Meridin @Medini End at : Puteri Harbour, Nusajaya
Registration Time:	6.30am @ The Meridin
Distance:	5km (Team) / 9km (Individual)
Donation: (100% tax-deductible)	Individual Category RM 300 per participant Team Category RM 1,000 for team of 4
Beneficiary:	OrphanCARE
www.frost.com/frost-the-trail-im	

FOR IMMEDIATE RELEASE

For media enquiries, please call:

AZLAN AKIL

The Secretariat of Frost-The-Trail 2014

Vice President – Stakeholder Management

Medini Iskandar Malaysia Sdn.Bhd.

Tel: 07-513 1313

Hp: 019-771 3189

Email: azlan.akil@medini.com.my

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. Frost & Sullivan established an office in Kuala Lumpur, Malaysia in 2000. The Kuala Lumpur office currently has more than 100 dedicated consultants covering 9 major industries across 18 countries in Asia Pacific.

Frost & Sullivan is also proud to partner with Multimedia Development Corporation and i2M Ventures Sdn Bhd ("i2M"), a wholly-owned subsidiary of Khazanah Nasional Berhad to set up a Global Innovation Centre in Medini. The Global Innovation Center in Iskandar will serve Frost & Sullivan's global operations and offices, providing opportunities for local employees to work on global projects, while developing and delivering capabilities that assist in driving Growth, Innovation and Leadership for our local and global clients. The GIC is targeted to employ over 800 people in the next 7 years.

Since its opening back in August 2012, Frost & Sullivan has been actively promoting Iskandar Malaysia through various events such as The Iskandar Malaysia Case Challenge. The event held in October 2013 at Iskandar Malaysia Information Center (IMIC), is a platform for students to provide ideas on developing an economic region. Frost & Sullivan will also be organizing the Growth, Innovation and Leadership (GIL) Forum and the 10th Annual Malaysia Excellence Awards on 15th April 2014 at Traders Hotel, Puteri Harbour.

For more information, please visit www.frost.com

About Medini Iskandar Malaysia Sdn. Bhd.

Medini Iskandar Malaysia Sdn Bhd ("MIMSB") owned by Iskandar Investment Berhad (60%), United World Infrastructure (20%) and Mitsui & Co., Ltd (20%) are the master developer of the new metropolis Medini – a vibrant and developing sustainable city in Iskandar Malaysia, Johor. MIMSB promotes Medini locally and globally and works very closely with high powered government linked companies and agencies such as Khazanah Nasional Berhad, the Iskandar Regional Development Authority (IRDA) and Iskandar Investment Berhad to establish Medini as the central business district of the Iskandar Malaysia project.

For more information, please visit www.medini.com.my

About i2M Ventures Sdn. Bhd.

i2M Ventures Sdn Bhd (“i2M”), a wholly-owned subsidiary of Khazanah Nasional Berhad, formerly known as Malohom Bay Ventures Sdn Bhd, was established in 2012 as its operational company which focuses on the development of strategic investment promotion initiatives for the Business Services / Shared Services and Outsourcing sector in Nusajaya, Iskandar Malaysia. i2M’s key role is to attract and facilitate local and foreign corporations to develop the Business Services sector, strategic to the economic development of Nusajaya, Iskandar Malaysia as the upcoming Business Services/Shared Services and Outsourcing destination.