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Inaugural event at FRIM to create awareness on importance of proper footwear

By **NG WEI LOON**

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STARTING fresh on the correct footing with the proper running footwear is essential to save beginners from the horrid experience in their new physical pursuit.

And the inaugural Brooks Fun Run Series scheduled at the Forest Research Institute Malaysia (FRIM) in Kepong, Kuala Lumpur on Nov 4 would be driving the similar message home.

A qualified podiatrist Mark Reyneker from South Africa, who is plying his trade here through Family Podiatry Centre, would be hosting a 30-minute talk including a question -and-answer session on "Are You Mechanically Fit To Run" for the participants after the 5km fun run.

"From our past experience, beginners get disheartened when they encountered difficulties with feet-related injuries. It is important to provide them with fundamental knowledge and create awareness on injury prevention. We want the recreational runners to continue to run on a regular basis to maintain a healthy lifestyle," said www.runnersmalaysia.com.my co-founder Wan Yew Leong.

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Right footwear: Cheah (right) explaining the technical aspects of the brand's shoes as Leong looks on during the launch.

The www.runnersmalaysia.com.my is a website support running a group for beginners. Wan added FRIM was selected because it is a safe route that offers an undulating course to cater to participants with different physical abilities.

“Everyone will be able to complete the distance. We want them to go for a stroll and enjoy the lush green surroundings while they have fun together in the weekend,” he said.

Paragon Vest Sdn Bhd general manager Cheah Aik Keong and Foot Solutions general manager Patrick Leong were present to launch the event on Wednesday.

“Our aim is to reach out to those who intend to begin running as part of their sustainable exercise regime,” said Cheah.

The run is organised by Paragon Vest with Brooks as the title sponsor.

The co-sponsors include Foot Solutions and Family Podiatry Centre.

Meanwhile, www.runnersmalaysia.com.my is the co-organiser and official website.

Registration fee is RM10 each. Entry closes on Oct 28.

Among the registration centres are ATL-Brooks (The Curve and Berjaya Times Square), Foot Solutions (Subang Parade, The Curve, Great Eastern Mall and Alamanda Shopping Centre), Infinity Sports House Sdn

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Bhd (The Mines Shopping Fair), Real One Shop (Bukit Bintang) and Darshan Sports (Pertama).

The organisers are expecting a maximum of 600 participants for their debut non-competitive event.

“We predict that half of the total participants will be newcomers. So far, we have received 250 entries. About 100 of them have signed up through RunnersMalaysia,” added Cheah.

Those who cross the finish line will receive a pair of socks each.

In addition, the participants will be treated to a modest breakfast comprising porridge, nasi lemak, cereal and drinks after their workout.

A total of 30 prizes comprising five pairs of shoes worth RM269 each and 25 T-shirts will also be given away through the lucky draws.

“We are hoping that families, friends and colleagues will come together and join us for the occasion,” said Leong.

For next season, the organisers are considering to host additional three circuits at different locations throughout the year.

“We are planning to host a circuit at Taiping Lake Gardens in either March or April followed by another two events in the southern region (July) and East coast (either Oct or Nov),” added Cheah.

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