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**PRESS RELEASE**



**PROTON HSN21KM 2019 RETURNS ON A BRAND NEW COURSE  
18,000 RUNNERS SET TO PARADE PUTRAJAYA ON 13 OCTOBER 2019**

KUALA LUMPUR, WEDNESDAY, 20 MARCH 2019 - Malaysia's favorite half marathon is back for its 4th edition with a whole new vibe this 13th October, 2019. PROTON HSN21KM 2019 continues on a brand new course taking runners on an excursion through the scenic and inspiring nation's administrative capital, the Federal Territory of Putrajaya.

Welcoming 18,000 professional athletes and amateur runners from across the world, PROTON HSN21KM 2019 will officially open registrations on 25th February 2019 with a series of exciting on-ground activities and will be returning to its original format of a daytime run, which is expected to make it one of the largest running events in the country.

Commenting on this year's expected turnout, Event Organiser, MUSE Group Asia CEO Riduwan Matni said that the number of Malaysians who are shifting towards a more wholesome, healthy lifestyle is increasing and that MUSE is glad to continue working with PROTON on the PROTON HSN21KM 2019 to serve as a prime avenue to develop the nation's interest in outdoor recreation. This is a good trend as the PROTON HSN21KM is organised in conjunction with Hari Sukan Negara, a national level event to encourage Malaysians to adopt a healthier lifestyle through sports.

“This year’s version of the run would be notable, as we plan to make it not only unique but also appealing to a wider audience. As our previous runs have proven, we have steadily received an increase in the number of runners, especially families with children, as well as the younger ‘hip and trendy’ members of our community. Furthermore, MUSE will partner with PROTON to create a series of activities with attractive prizes”.

“Expecting a larger turnout, we identified Putrajaya as the ideal backdrop for PROTON HSN21KM 2019 as its beautiful landscape offers immense stretches of wide open track with the morning tropical breeze and sunshine, yet serves its own unique set of challenges for runners,” he said.

Staying true to delivering challenges, PROTON HSN21KM 2019 will for the first time, introduce a competitive race category for its 5KM distance. Participants running the ‘5KM Competitive Race’ will be timed officially in accordance to Federal Territory Amateur Athletics Association (FTAAA) standards and are entitled to compete for rewarding cash prizes.

The event will also open its doors to junior competitors in the ‘Junior Race’ category for its 10KM and 5KM distances. Runners participating in the categories will be timed and are entitled to compete for the respective category’s cash prizes. Junior entries are open for youths ages 16 - 20 years old for the 10KM Junior Category, and the 5KM Junior Category are open to youths ages 12 - 15 years old and 16 - 20 years old respectively.

Continuing its support for the 4th time running, Dr Li Chunrong, CEO of title sponsor PROTON said the national automotive company was keen to welcome more Malaysians into the arena of recreational running. “We are delighted to continue our support of HSN21KM this year as we wish to cultivate a culture of developing a healthier lifestyle for the whole country. We want everyone from all walks of life to be part of PROTON HSN21KM 2019 and join the effort towards a healthier lifestyle”.

As an additional treat for its runners, participants who sign up during the 'Early Bird' promotion period of between 25th February - 11th March 2019 are entitled to receive a personalised PROTON HSN21KM 2019 running shirt and have their respective names printed on the running shirt, free of charge.

PROTON HSN21KM 2019 will also offer a 10% discount to returning runners; participants who previously attended the run in either 2016, 2017, 2018. The 'Loyalty' discount runs from 25th February - 25th March, 2019.

Another discount to look forward to is the 'Group' discount, where up to 15% off the registration fees will be available for those who wish to run along with friends and family. PROTON HSN21KM 2019 will feature exclusive Group discounts applicable throughout the registration period from 25<sup>th</sup> February - 31<sup>st</sup> August, 2019.

Further complementing the thrill of the race will be a range of lucrative prizes, as PROTON HSN21KM 2019 is set to remain as one of the nation's prominent running events with a large cash pool prize, and a multitude of attractive lucky draw prizes to be won, including a brand new Proton Iriz as the top lucky draw prize.

The race will also featuring a host of fun-filled and exciting activities oriented to all ages. These include performances, a range of fitness and health classes, a 'Sports Expo' featuring premier athletic and fitness brands and a 'kid's carnival'.

Visit the official PROTON HSN21KM 2019 social media channels at Facebook; @hsn21km, Instagram; @hsn21km or log on to our website at [www.hsn21km.com](http://www.hsn21km.com) for more details.

### About PROTON HSN21KM

PROTON HSN21KM is the sole property of MUSE Group Asia (M) Sdn Bhd and is sanctioned by the Federal Territory Amateur Athletics Association (FTAAA) and is supported by the Malaysian Ministry of Youth and Sports.

Attracting runners from all across the globe, PROTON HSN21KM saw a crowd of over 12,000 participants during its last edition in 2018 and is well on its way to becoming one of the biggest running events in the country.

Rated as the best half-marathon in event in Malaysia, PROTON HSN21KM prides itself on giving runners an enriched, entertaining and most of all, memorable running experience.

### About MUSE Group Asia (M) Sdn. Bhd

Over the past three years, MUSE Group Asia (Malaysia) has organised a number of mass participation events such as the PROTON HSN21KM 2018, ATM Half Marathon 2017 and JKR Roadrunners in 2017. Meanwhile in Thailand, we are the people behind the inaugural Bangkok Midnight Marathon, Phukethon Ubon Half Marathon, Spinman and the L'etape Tour de France Phang Nga.

As we shifted gear in early 2018, with the mission of bringing quality running events to local runners, MUSE Group Asia will now consolidate all our mass participation events under a new regional brand called MOVE.

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