

News Release

27 September 2023



Celebrating Community at Zurich Malaysia's Karnival Kita OK!

Creating a brighter future together by embracing community, creativity, and change

Kuala Lumpur, 27 September 2023 – Zurich Malaysia (Zurich) proudly concludes its Karnival Kita OK! event, held at Central Market from 22-24 September as part of the launch of their 'Care For What Matters' brand campaign. The event embodied a truly Malaysian celebration of community, creativity, and positive change, and was attended by more than 36,000 visitors over 3 days.



Speaking at the event, Erin Hwang, Zurich Malaysia's Head of Brand Marketing & Communications expressed that, "The Karnival Kita OK! is a significant first step in celebrating our 'Care For What Matters' brand campaign. To host it at such an iconic Malaysian landmark is a great privilege, and we are grateful to all who have joined in on the fun, entertainment, and meaningful activities."

Supporting and giving back to the community

Karnival Kita OK! brought together a diverse range of local vendors, offering an array of collectibles, handcrafted accessories, clothing attires, as well as snacks and quick bites. Zurich Malaysia pledged to donate all vendors' rental fees collected for a meaningful community contribution – amounting to a total contribution of RM25,250.

Additionally, Zurich Malaysia collaborated with Sunway Home Healthcare to provide complimentary wellness checks for participants at the Karnival Kita OK!. Around 100 attendees benefitted from free healthcare screenings including blood pressure readings, glucose monitoring, and BMI assessment, administered by nurses from the Sunway Home Healthcare team.

Protecting health, finances, and the planet

Throughout the weekend, there were enriching and engaging workshops that garnered 116 sign-ups, including photography, personal finance, plant mixology, career development, and batik painting. Zurich Malaysia also showcased their innovative and customer-centric value propositions by introducing tech-driven customer solutions. Karnival Kita OK! attendees had the opportunity to trial a pioneering advancement in health technology through Binah.ai, an artificial intelligence (AI) driven

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health tracker that measures real-time health data through device cameras. Over 400 participants benefitted from this cutting-edge health trial.

Aligned with Zurich Malaysia's commitment to a greener future, attendees also had the chance to participate in Plant Mixology Workshops by Eats, Shoots and Roots, whereas Zurich Malaysia's dedication to conservation took centre stage with the Zurich Cares Talk and Photography Sharing Session featuring the Tropical Rainforest Conservation & Research Center (TRCRC), emphasising their commitment to protecting endangered tree species in Merisuli, Sabah.

Certified Financial Planner, Suraya Zainudin, shared her expertise and tips and tricks on financial wisdom, while the Career Development Workshop, "Network like a Pro," hosted by Natalie Kniese, provided valuable insights into professional development, resume building, and interview preparation to support job seekers in their career growth.

To stay updated on the latest news and events, visit Zurich Malaysia's [Facebook](#), Instagram and X pages. Together, let's show that caring for what matters truly makes Malaysians stronger.

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Notes to editor:

About Zurich Malaysia

Zurich Malaysia is a collective reference term for the Zurich Insurance Group (Zurich) business subsidiaries operating in Malaysia: Zurich General Insurance Malaysia Berhad, Zurich Life Insurance Malaysia Berhad, Zurich General Takaful Malaysia Berhad and Zurich Takaful Malaysia Berhad. Zurich Malaysia offers a broad range of comprehensive insurance and takaful solutions; helping individuals as well as business owners understand and protect themselves, their businesses and their assets from risk. Zurich Malaysia has an integrated branch network in major cities nationwide as well as dedicated agency and distribution channels nationwide to serve the needs of its customers. For further information on Zurich Malaysia, visit www.zurich.com.my.