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Panasonic's First Healthy Fun Run Sets the Pace for a Healthier Tomorrow

The Fun Run inspired families to embrace a balanced lifestyle through movement and making positive choices for a healthier future

Putrajaya, 28 January – Panasonic Malaysia organised its first **Panasonic Cooking Healthy Fun Run** on 28 January (Sunday) at Anjung Floria, Putrajaya. The 5KM family-friendly event aligns with Panasonic's brand action tagline "Create Today. Enrich Tomorrow." and its core pillar of "Inner Well-being" that prioritises a culture of holistic well-being, starting from the kitchen with eating healthy, nutritious food.

Going beyond just healthy eating, the Healthy Fun Run also embraces Panasonic's "Healthy Everyday" concept which aims to spark the journey for families to embrace and practice healthy habits that extend into everyday life for a brighter future. It's all about taking healthy steps to be healthy every day for a better you.

"The Panasonic Cooking Healthy Fun Run is a testament to our commitment to fostering healthier communities. To us, this is more than just a running activity, it's a celebration of well-being and taking the first steps to living a healthy lifestyle through a combination of eating right and well, as well as regular physical or fitness activities to improve quality of life. We encourage both families and individuals to always take the opportunity to participate in a range of activities that enable everyone to enjoy staying active in a fun and interactive way," said Keisuke Nishida, Managing Director of Panasonic Malaysia.

The Healthy Fun Run was officiated by Director of the National Fitness Branch, National Department of Youth & Sports, Encik Dharzuky bin Daud. His presence added to the enthusiasm and energy of the participants. On top of that, the Fun Run also featured a variety of engaging activities, including a Steps Challenge, a Juice station, and a "Healthy Everyday" Demo Corner.

Sustainability also underpinned certain elements in the Fun Run. The medals, a symbol of participants' achievements, were crafted from recycled HDPE materials, aligning with Panasonic's commitment to a greener environment. Furthermore, reusable tote bags were provided to all participants, reflecting the company's dedication to reducing waste.

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