

Sweat out for a good cause.

KUALA LUMPUR, Malaysia – Jadi Imaging Technologies Sdn Bhd, a wholly-owned subsidiary of Jadi Imaging Holdings Berhad, participated in the recently concluded 2010 KL Rat Race co-organized by The Edge Magazine and Bursa Malaysia on 3rd August 2010. The KL Rat Race is an annual affair where corporate Malaysia does its share of benevolent by taking a day off from work to run for a charitable cause. Donations raised from participating local and foreign companies in Malaysia are channeled towards 20 beneficiaries involved in various causes.

Through Jadi Social & Sports Club (JSSC), five volunteer runners among the Jadi staff formed a team to represent the company in the Mixed Category of the charitable run. The team members were KH Goh (QC department), Elaine Liew (Accounts department), Goh Lee-Min (Shipping department), Putt Kah Kit (Sales department) and Tee Jan Perng (Purchasing department).

On the race day, corporate Malaysia from all sectors showed support for their runners with thunderous cheers and applause since 3.00pm. Runners were set off at 5.10pm for the Main Race from Bursa's building while the crowd of supporters waited fervently for their runners to arrive at the finish line. The atmosphere at the finish line turned feverish when the first runner to reach the last stretch of the race was in sight. The runner from a Malaysian banking group completed the 4.5km race in just 18 minutes, earning him the 1st place in the race. The first runner from Jadi to finish the race came in at 167th position.

Although Jadi's team did not win the race, it was a memorable one for all the participants as it was their first ever experience running for a charitable cause. The event achieved a new record by raising a total of RM1,752,000 for 20 beneficiaries. The 2010 KL Rat Race ended with a sumptuous dinner, a cheque handing over ceremony to the race beneficiaries followed by a prize giving ceremony for the race winners.

Jadi Social & Sports Club (JSSC) is an internal committee comprising Jadi staff which was set up by Jadi to spearhead its social and environmental initiatives.



From Left to Right: KH Goh, JP Tee, Lee-Min, Kit and Elaine Liew.

SNAPSHOTS OF JADI'S RUNNERS AT 2010 KL RAT RACE

