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MORE than 5,000 people turned up for the Jacob's Walk of Life 2008, which was held at Taman Pertanian Malaysia at Bukit Cahaya Seri Alam in Shah Alam recently.

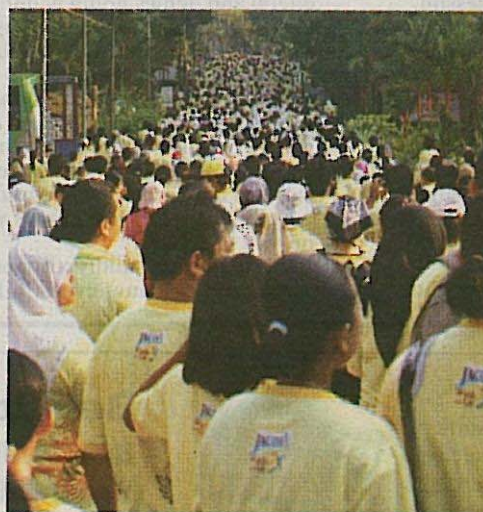
Jacob's Walk of Life 2008 is the second instalment of the successful healthy lifestyle campaign, championing healthy living among Malaysians. Supported by the Health Ministry, its aim is to inspire Malaysians to adopt healthier lifestyle choices to minimise the risk of developing non-communicable diseases such as diabetes, obesity and high cholesterol.

Health Ministry health promotion director Abdul Jabar Ahmad, who flagged off the walk, said: "Education and awareness has become our number one preventive cure in combating diseases like obesity, diabetes and heart diseases. These health problems are often associated with poor eating habits and the lack of exercise."

Abdul Jabar also commended Jacob's for its efforts in educating the public as well as encouraging them to live healthily. He encouraged more organisations to do the same.

Also present at the walk were celebrity campaign ambassadors Hot FM AM Krew Fara Fauzana and Faizal Ismail, and MY FM's Jack Lim and Gan Mei Yan. Their presence livened up the atmosphere as they enthusiastically encouraged participants to march on.

Dieter Schulz, the managing director of Kraft Malaysia (the manufacturer of Jacob's products), said: "We want adults and children alike to understand the importance of consistently



making healthier lifestyle choices in order to enjoy the best quality of life possible."

Medical officers from the Selangor state health department (Petaling district) under the Health Ministry were present to conduct free routine health checks including body mass index (BMI) tests and blood pressure checks.

All participants were presented with a certificate of participation and also took home a message that healthy living begins with exercising more as well as eating right. – Tan Teong Li

