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## **ESSENCE TO RUN WITH THE STANDARD CHARTERED KUALA LUMPUR MARATHON**

**PR agency handed keys to the biggest Marathon in Malaysia**

**Kuala Lumpur, 21 February 2011** - Following a four way pitch, Essence Communications has been appointed to take on public relations, communications and media management responsibilities for the Standard Chartered Kuala Lumpur Marathon 2011, by its organizing committee.

Co-organized by Dewan Bandaraya Kuala Lumpur (DBKL) and Golazo Sdn Bhd, the marathon is currently in its third year and expects to host 25,000 amateur and professional runners from all backgrounds, age groups and fitness levels in 2011. Since its first year in 2009, the Standard Chartered KL Marathon has grown to become the most anticipated running event in Malaysia, attracting participants from 45 countries around the world.

Scheduled for 26 June 2011, the Standard Chartered KL Marathon was officially launched on 14<sup>th</sup> February in a ceremony attended by the Minister of Youth and Sports, Malaysia, Dato' Ahmad Shabery Cheek, Mr. Osman Morad, CEO and Managing Director of Standard Chartered Bank Malaysia Berhad the title sponsor, and Mr. Rainer Biemans, Project Director Golazo Sdn. Bhd., the marathon's co-organizer.

The event will feature a full marathon of 42.195 kilometres, taking participants on a scenic route around Kuala Lumpur showcasing some of the city's iconic and heritage landmarks. Other categories include a half marathon, a 10km Run, a 5km Fun Run as well as a 3km and 950 metre run for children.

The Standard Chartered KL Marathon also boasts the biggest prize pool of any marathon event ever held in Malaysia, with total value of prizes amounting to USD100,000.

Mr. Felix Heinemann, Group Managing Director of Essence Communications said, "We have had a fantastic start to the year, further cemented now with this win. We are indeed honoured to be working alongside with Golazo and Standard Chartered on this iconic sporting event. The Standard Chartered KL Marathon is certainly an event that places Malaysia as a premiere destination on the global running map."

Mr. Biemans said, "It was indeed a very competitive four way pitch. However, it was Essence Communications which came back to us with the most comprehensive communications plans for the event, which went beyond traditional public relations practices. Furthermore, their team displayed levels of commitment and professionalism that is required of such a large scale event such as the Standard Chartered KL Marathon."

More information and participation details of the marathon can be obtained by logging on to [www.kl-marathon.com](http://www.kl-marathon.com).

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**About Essence Communications**

*Essence Communications ([www.my-essence.com](http://www.my-essence.com)) is a leading Malaysian communications firm dedicated to providing integrated solutions designed to support business goals, marketing strategies and the unique value of client brands. Essence's services are sought by multi-national companies or larger-scale Malaysian companies where stake holder communications is of major focus. Established in Kuala Lumpur in 2000 by Felix Heinemann, Essence is today a subsidiary of WPP (NASDAQ:WPPGY), one of the world's leading communications networks.*

