



ESSENCE SUCCESSFULLY CROSSES FINISH LINE WITH SCKLM 2011



Essence Communications was the official Public Relations agency of record for the Standard Chartered Kuala Lumpur Marathon (SCKLM) 2011, further cementing its position as a PR agency of international standards.

The annual global event saw the participation of about 22,000 runners from Malaysia and more than 45 countries around the world, making it the biggest running event in Malaysia to

date. Additionally, SCKLM 2011 boasted the largest prize pool of any marathon event ever held in Malaysia, with total value of prizes amounting to more than USD100,000.

Essence was tasked with all public relations, communications and media management responsibilities both leading up to and on race day on 26 June 2011. The event saw the involvement of more than 60 representatives from the local media covering the marathon, as a result of media management efforts conducted by the agency, with an estimated overall PR value of secured coverage amounting to almost USD7 million, exceeding the USD5 million initial target.

The agency's Group Managing Director, Mr. Felix Heinemann said, "Our involvement with the SCKLM 2011 was testament to the level of teamwork, commitment and professionalism which went beyond traditional public relations practices, which is required of such an event of this scale. We are indeed proud to have been part of the largest running event in Malaysia which proves this nation's caliber in the global sporting arena."

The event was organized by Golazo Sdn. Bhd. in partnership with Dewan Bandaraya Kuala Lumpur.