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News

S P Setia a proud main sponsor in support of 'The Bursa Bull Charge 2017'

By The iProperty.com News Team on Sep 18, 2017

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KUALA LUMPUR: Leading property developer, S P Setia was a proud main sponsor in support of The Bursa Bull Charge (TBBC) 2017 held yesterday in the heart of the capital city. More than 1,933 runners charged through the streets of Kuala Lumpur and raised a total of approximately RM2.3 million for charities whose causes include economic sustainability among disadvantaged communities, support for entrepreneurs and the improvement of financial literacy; with S P Setia represented by Executive Vice President, Datuk Koe Peng Kang (CEO Race) as well as four teams in the Corporate Race.

As with previous years, TBBC 2017 flooded the streets with even more runners and die-hard supporters in a sea of colours with more energy and positive rivalry as the marketplace came together to run for others in the name of fostering a sustainable marketplace. Running in the CEO race for Team Setia, Datuk Koe Peng Kang had trained hard to increase his fitness level and finished the 1.5km run within the stipulated period. "The CEO Run is a wonderful concept as it is very rare that we, management leaders, get to socialize and unite in a somewhat informal setting and the sense of 'friendly rivalry' is always pushing us to do our best. The charity run is also one of the many avenues for the management team to get to know the younger staff in a competitive yet fun manner," he said.

On being roped in as a main sponsor for this charity event, Datuk Koe explained that as a responsible corporate citizen, S P Setia always believes in empowering communities and being a positive agent of change especially via CSR projects. "We also take our commitment seriously and have established the S P Setia Foundation to implement our very own corporate responsibility initiatives. We have created a benchmark and we would like to see more organizations come forward and play a more engaging role of giving back to the society so that those marginalized can enjoy a better quality of life," he elaborated.

S P Setia came out in full force for TBBC 2017 with 16 runners led by team captain Loo Chik Then who came in 53rd out of 497 runners in the Corporate Individual Men category. Sharing his thoughts on running for charity, Loo said, "Any activity for charity is indeed a chance for us to give back to society especially to the less fortunate. The concept of running for charity not only promotes health and keeping fit but also adds an element of togetherness as we see so many top leaders of conglomerates come together in the spirit of camaraderie for a good cause in TBBC 2017."

TBBC 2017 was held at the Exchange Square of Bursa Malaysia. The event is a chance for the capital market and its friends to come together to raise awareness and promote **Financial Literacy** and **Entrepreneurship**, which are the two key footholds in the ascent to a more sustainable marketplace.