

1,403 Dared To Take The Genting Trailblazer 2010 Challenge!

Genting Highlands, 31 October 2010 – This year's two-day Genting Trailblazer event brought together 1,403 participants from all over Malaysia to the scenic Awana Genting Highlands Golf & Country Resort. The fun started since yesterday when 331 participants took part in 'Cross Country Category' and today 1,072 participants forming 536 teams joined the Genting Trailblazer 2010 'Adventure Category'.

Present to flag off the 'Adventure' run was guest of honor, YB Dato Dr James Dawos Mamit – Deputy Minister of Tourism Malaysia together with Mr. Chow Wei Heng – Vice President of National Marketing, Genting Malaysia Berhad, Ruddin Salim – Vice President of Awana Genting, Y. Bhg Dato' Hanafiah – General Manager of Fraser Hill Development, Dato Rahda Krishnan – Managing Director of UFL and Dr. Noor – Director of FRIM.

Earlier in the morning, before the flag off of Genting Trailblazer – Adventure Category, the launch of the 'Important Bird Area' at Awana Genting Highlands was also held. An unveiling of IBA Board was officiated by YB Dato Dr James Dawos Mamit, accompanied by the top management of Genting Malaysia Berhad and other invited guests.

Though known for its lush natural surroundings and award-winning golf course, Awana Genting Highlands is also part of an Important Bird Area (IBA) with the international destination, MY10, making it a prime bird watching destination for birdwatchers and nature lovers alike. The approximately 130 million years old lush rainforest offers a variety of habitats such as lowlands, agricultural and highlands helps to attracts a large range of bird species within a relatively small area and offers a great bird watching opportunities.

The Genting Trailblazer 2010 'Adventure' run takes participants along a trail of 14km in the greens of Awana Genting. The competition saw each team consisting of two persons going through steep slopes and streams in the million-year-old rainforest before returning to the main trail. Participants were put through vigorous obstacles which includes going through a three five-foot-deep trench, followed by two giant slopes, before crossing the finishing line.

"We have received very good response from the public in both Cross Country and Adventure category. We are proud to have a total of 1,403 participants running at this year's Genting Trailblazer and we hope this run will continue to be a popular annual event in the country. This event offers participants an experience to run in a 130 million-year-old rainforest and we hope this will enable them to develop a green mindset to preserve our natural environment, specifically our precious rainforests, so that we can continue to enjoy such beauty," said Chow Wei Heng.

Genting Trailblazer 2010 is working hand-in-hand with Malaysian Nature Society (MNS) once again this year to further promote the love of nature and to guide participants to a minimal disruption to the environment. The event will continue to promote 'Zero Waste' and to encourage the public from littering and to reuse available resources.

Apart from the run, a talk and forum were also organized by Malaysian Nature Society (MNS) on the eve of the event day for the participants. They were briefed on the importance of preserving the natural environment.

The Genting Trailblazer 2010 is a yearly event organized by Genting Malaysia Berhad, endorsed and supported by Tourism Malaysia and assisted by FTAAA (Federal Territory Amateur Athletics Association). Genting Trailblazer 2010 is also sponsored by Brooks, Nestle MILO, Perskindol, Celebrity Fitness, SONY Walkman, Deuter, Suunto, Coleman, 100 PLUS, Red Bull, ING, Biore, Bootcamp, ADL (Advertising & Design) and Snap-attack.

For the 'Adventure' run, under the Men's Category, the Champion team will receive prizes worth more than RM8,000, inclusive of winner's medal, certificate of completion, Suunto watch worth RM3,000 each, 3 Days 2 Nights stay at Awana Kijal, Genting Holiday Card worth RM400, Celebrity Fitness membership worth RM800 each, SONY Walkman W series, Bootcamp voucher, Brooks cash voucher worth RM500 each, MILO, PowerBar, Perskindol, Biore and orchids from Waltex Biotec. The Champion team of Women's Category will also receive the same prizes and Suunto watch worth RM3,000 for two.

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