



**The Philippine American Life and  
General Insurance Company**

16F – 18F Philam Life Head Office  
Net Lima Building, 5<sup>th</sup> Avenue cor. 26<sup>th</sup> Street  
Bonifacio Global City, Taguig 1643, Philippines  
T: (632) 521 6300 / (632) 526 9200  
E: [philamlife@aia.com](mailto:philamlife@aia.com)  
W: [philamlife.com](http://philamlife.com)  
Customer Hotline: (632) 528 2000

## PRESS RELEASE

### **12,000 FILIPINOS LIVE TO THE BEAT WITH THE MUSIC RUN POWERED BY PHILAM VITALITY**

**MUNTINLUPA CITY, PHILIPPINES** – How much difference will music make when you run? A lot, apparently, given the participation in the sold out running event brought in by Philam Life. With such a huge interest in The Music Run, it's obvious that music makes a whole lot of difference, turning a predominantly monotonous motion into a more fun activity.

Philam Vitality, the game-changing wellness program of Philam Life, brings back The Music Run, the only international running event that gets participants pumping to the beat as they run. Now on its third round in the Philippines, The Music Run is made up of the 5K and 10K series, where runners have the option to do timed or fun runs, as the music fuels their energy for maximum performance and enjoyment. Runners then celebrate at the finish line grooving to the music of local band Imago and Australian radiohouse DJ Sam Withers.

The course is divided into various “inspo” or inspiration zones that keep the runners pumped with various activities as they pass through. Event participants get a taste of the Philam Vitality journey whether they go through the course or not, with booths at the pre-race area and as they go through the different tunnels in the course, allowing them to know more about their health, improve their health, and enjoy the rewards at the end. And to further sweeten the experience before the event closed, Philam Vitality rewarded lucky raffle winners with spa gift certificates and trips to Sumilon, Cebu and Bali, Indonesia, as well as Toby's gift certificates and Garmin watches from its partners.

“Philam Vitality is making healthy living more accessible through The Music Run. It's the perfect platform to encourage people to get started on their wellness journey, with everyone just enjoying the run while grooving to the music,” said Leo Tan, Philam Life Chief Marketing Officer. “This is one of the ways we help people achieve little wins, where we make them experience how fun being active can be without too much effort. With such a fun activity to get them started, encouraging them to live healthier, longer and better lives becomes so much easier,” he added.

Joining the run were Philam Life's brand ambassadors Solenn Heussaff, Nico Bolzico and Wil Dasovich whose lifestyles easily make them fit inspirations. With the record-breaking number of 12,000 Filipinos who participated at the Filinvest Event Grounds running and grinding to the ultimate running playlist, Philam Life is definitely on the right track to motivating them to start their fitness journey today.

Find out how Philam Vitality can help those who want to continue their journey by visiting Philam Life's website at [philamlife.com](http://philamlife.com), Philam Life's Facebook page, or contact them through email at [philamlife@aia.com](mailto:philamlife@aia.com) or through landline at (02)528-2000.

###



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Philam Life Brand Ambassadors Wil Dasovich, Nico Bolzico, and Solenn Heussaff  
join Philam Life Executives.



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Philam Life Brand Ambassadors Wil Dasovich, Nico Bolzico, and Solenn Heussaff ham it up at the pre-race staged activities of Philam Vitality.





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Wil Dasovich crossing the finish line.



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Nico Bolzico triumphantly crossing the finish line after finishing the 10K run.





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Runners grinding to the beat at flag off.



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Party time with DJ Sam Withers after the run.

### **About Philam Life**

The Philippine American Life and General Insurance Company (Philam Life) is the country's premier life insurance company. Established on 21 June 1947, Philam Life has earned the trust of customers for its financial strength, strong brand name, and ability to deliver on its promises.

Philam Life has PHP251.4 billion in total assets as of 31 December 2017, while serving almost 600,000 individual policyholders and over 2,200,000 insured group members.

Philam Life understands the needs of its customers and provides holistic solutions that include life protection, health insurance, savings, education, retirement, investment, group, and credit life insurance. It also offers bancassurance and fund management products and services through its subsidiaries—BPI-Philam Life Assurance Company (BPLAC) and Philam Asset Management Inc. (PAMI).

Philam Life is a member of AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group.

### **About the Philam Group**

The Philam Group comprises the biggest life insurance company in the Philippines. By putting its customers at the center of its operations, the Philam Group has earned the trust of its stakeholders and has achieved continued growth over the years.





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The Philam Group was formed with the mission of empowering Filipinos to achieve financial security and prosperity. Through its strong network, it is able to offer financial solutions such as life protection, health insurance, savings, education, retirement, investment, group and credit life insurance, and fund management products and services.

After the establishment of Philam Life in 1947, the Philam Group has since expanded to include other affiliate companies, namely: BPI-Philam Life Assurance Company (BPLAC), Philam Asset Management Inc. (PAMI), Philam Call Center, and Philam Foundation.

Based on the Insurance Commission results as of 31 December 2017, the combined total premium income of Philam Life and BPLAC is at PHP40.2 billion, making it the market leader in the Philippines based on total premium income. Its strength and stability is further solidified with its top rank in terms of assets at PHP251.4 billion and net worth at PHP69.5 billion. It is a member of AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group.

### **About AIA**

AIA Group Limited and its subsidiaries (collectively “AIA” or the “Group”) comprise the largest independent publicly listed pan-Asian life insurance group. It has presence in 18 markets in Asia-Pacific—wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai almost a century ago in 1919. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$221 billion as of 30 June 2018.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of 32 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code “1299” with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: “AAGIY”).

### **Media Contact:**

#### **Abbie L. Remo**

Philam Life Head of Corporate Communications and PR

Telephone: +(632) 521 6300 local 2812

Email: [Abbie-D.Remo@aia.com](mailto:Abbie-D.Remo@aia.com)