

MID VALLEY CITY CHARITY RUN 2018 TO SUPPORT GLOBAL ENVIRONMENT CENTRE FUNDRAISING

By **PAMPER Editorial Team** - Jul 24, 2018



Jointly organised by The Gardens Mall and Mid Valley Megamall, the **Mid Valley City Charity Run (MVCCR) 2018** is being held for its fifth consecutive year on 5 August. This year, the charity run sees its first collaboration with **Global Environment Centre (GEC)** to promote environmental education as well as to raise awareness on global environmental issues. MVCCR aims to support the protection of the environment and the sustainable use of natural resources.

In total, 2,000 runners will gather at Mid Valley City to run a 5km route on the Mid Valley Ring Road, including running through the two shopping malls. All participants' registration fees, amounting to **RM100,000** will be channelled to GEC's efforts.



MVCCR 2018 Run Route

Runners who complete the run will receive a finisher medal to commemorate the experience and achievement. Each participant will also get an exclusive New Balance high quality running shirt and various vouchers and gifts. This year, a little extra effort and some observant eyes during the run could also earn runners a chance to win SUUNTO watches from Solar Time.

In addition, the run also features other key partners including 100 Plus, Ice Mountain Mineral Water, Milo and New Balance. Refreshments from tenants including Auntie Anne's, The Coffee Bean & Tea Leaf, Delectable by Su, Lavender, Moo Cow, and The Chicken Rice Shop are available for all runners after the run at the event area from 7.15am till 9.15am.



Shoppers can visit the photo exhibition in collaboration with GEC in The Gardens Mall from 27 July to 5 August 2018 to learn more about GEC's conservation efforts at the booth which is located at the South Palm on the Ground Floor. GEC community merchandise will be on sale, such as accessories made from waste materials by Island Ranger Seri Pangkor Community and handicrafts made by Friends of North Selangor Peat Swamp Forest Association. The booth also welcomes first-come, first-served registration from members of the public for GEC's monthly tree planting activity, an annual activity aimed at conserving the various species of the North Selangor Peat Swamp Forest and restoring the deteriorated area to its former glory.