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# Media Releases

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## THE 6TH EDITION BURSA BULL CHARGE WELCOMES THE SUPPORT OF CAPITAL MARKET PLAYERS TOWARDS QUALITY EDUCATION AND CLIMATE ACTION

14 Nov 2019

**Kuala Lumpur, 14 November 2019** – Bursa Malaysia Berhad (“Bursa Malaysia” or the “Exchange”) held its 6th edition of the Bursa Bull Charge in the heart of the central business district of Kuala Lumpur today. Bursa Malaysia’s flagship capital market charity run was graced by YB Dr Ong Kian Ming, Deputy Minister of International Trade and Industry.

Attracting over 1,300 runners, the race was divided into three categories comprising the 1.5km CEO Run and Para Run, 5km Corporate & Future Leader Challenge and the 3km Corporate Challenge.

Datuk Muhamad Umar Swift, Chief Executive Officer of Bursa Malaysia said, “We are extremely grateful for the support received by our capital market stakeholders. For the past 6 years, the Bursa Bull Charge has managed to capture the hearts of runners across the marketplace, demonstrating the all-inclusivity by bonding communities and people from all walks of life together. I am happy to announce that this year, we have successfully raised over RM1.8 million that will be channelled to 15 beneficiaries identified under our Bursa Bull Charge Beneficiary Framework.”

Since its inception, the Bursa Bull Charge has been experienced by over 9,800 runners with more than RM11.5 million disbursed to 157 beneficiaries. With a proven track record, the event serves as a strong platform for the Exchange to aggregate support from the Malaysian capital market to help improve the lives of communities. These targeted communities include the Orang Asli community, women (including single mothers), children and persons with disabilities.

This year, Bursa Malaysia will support two new beneficiaries that will contribute toward improving financial literacy among the underserved community. The two beneficiaries are Pertubuhan Perkhidmatan Sosial dan Pembangunan Komuniti Daerah Gombak, Selangor and Malaysian Christian Association for Relief. The selected programmes are designed to help recipients build confidence and skills that will allow them to participate in the market in an informed manner to achieve long-term wealth creation. This is in line with Bursa Malaysia’s broader efforts to increase financial literacy and inculcate an investing culture amongst Malaysian.

Similarly, Bursa Malaysia will also continue to collaborate with the Global Environment Centre on initiatives that will protect the environment and promote sustainable use of natural resources. Improvements have also been made towards the Bursa Bull Charge’s green efforts by opting to do away with printed programme booklets. To achieve carbon neutrality, a carbon footprint assessment had been carried out. As a counter-measure on carbon emissions created this year, Bursa Malaysia will be implementing relevant CSR programmes, such as tree planting initiatives in 2020 as an offset.

“As a frontline regulator and market operator, Bursa Malaysia is uniquely placed to influence and instil a strong culture of sustainability in our marketplace. We look forward to seeing more runners and participating organisations taking part next year, further growing the culture of social activism through sports in our marketplace.” Datuk Umar added.

The beneficiary organisations that received their cheques at the prize-giving ceremony of the Bursa Bull Charge are:

*ARISMA Foundation, Athena Holdings Sdn Bhd, Badan Kebajikan & Pendidikan Pelajar Miskin Malaysia 2016, Development of Human Resources for Rural Areas, Malaysia, Dignity for Children Foundation, Global Environment Centre, Malaysian Christian Association for Relief, NICKS Creation Academy, Pertubuhan Komuniti Kasih Selangor, Pertubuhan Perkhidmatan Sosial dan Pembangunan Komuniti Daerah Gombak Selangor, Pertubuhan Rumah Anak Yatim Daerah Kuala Muda, Rumah Amal Cheshire Selangor, The Malaysian Nature Society, Treat Every Environment Special Sdn Bhd, Yayasan Pendidikan dan Vokasional Wanita Malaysia.*

The winners of the Bursa Bull Charge 2019 have been announced on the Bursa Bull Charge website at <http://bullcharge.bursamarketplace.com>.



YB Dr Ong Kian Ming, Deputy Minister of International Trade and Industry (2nd from left) charging through with other participating CEO's at the Bursa Bull Charge 2019



Datuk Muhamad Umar Swift, CEO of Bursa Malaysia flagging off the CEO Run category





Runners of the 5km Corporate and Future Leader Challenge at the flag-off



YB Dr Ong Kian Ming, Deputy Minister of International Trade and Industry (MITI) (2nd row 5th from left) celebrating together with the participating MITI team

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