



Above: People from different backgrounds and ages taking part in the run.

Left: Lee (centre, holding Matrix flag) ready to flag off the inaugural Veg Run in Seremban. Also present and holding flags are (from left) Yong, Master Ru Shang from Fo Guang Shan Seremban, BLIA Seremban branch president Andy Hoi and MCHB chief marketing officer Lim Kok Yee.

By CS NATHAN
metro@thestar.com.my

SOME 1,000 people put on their running shoes for a community run in Bandar Sri Sendayan, near Seremban in Negri Sembilan, to do their bit for environmental conservation.

They were part of 5,000 participants across Malaysia who took part in Veg Run, which was held simultaneously by the Buddha's Light International Association (BLIA) local chapters throughout the country.

Veg Run is a run to promote vegetarianism and going green. The 5km event in Bandar Sri Sendayan was organised by the BLIA Seremban branch with the cooperation of developer Matrix Concepts Holdings Bhd (MCHB).

The participants, from young children to seniors in their 80s,

Running to reduce carbon footprint

Thousands take part in Veg Run for kinder world

were flagged off at 7.30am at the d'Tempat Country Club by MCHB founder and group executive deputy chairman Datuk Seri Lee Tian Hock.

It was a family affair for many of the runners, some of whom pushed their babies along in strollers while they jogged along the route.

BLIA Malaysia central chapter

president Datin Seri Yong Chou Lian said it was the first time that the association organised Veg Run which aimed to bring attention to global warming by promoting vegetarianism, compassion and mindfulness.

All participants received a race kit that included a T-shirt, cap and water tumbler.

"The run not only promotes

vegetarianism but also encourages families to adopt healthier lifestyles that include practising healthy eating habits and spending time together outdoors," said Yong.

"We also hope to create awareness on environmental issues, especially global warming, and how we can play our part to reduce our carbon footprint."

The run included a charity element, with RM2.50 per person to be donated to charity, thus bringing the day's total collection to RM2,500.

It would be channelled to local charity Vinashini Home for the purchase of groceries and other essentials for the residents.

Yong said charity was an integral aspect of BLIA, which espouses compassionate living.

"It is important that we do our bit and give back to society.

"That is why we will be donating RM2.50 on behalf of every runner to Vinashini Home, a non-governmental organisation that provides care for the elderly and those with special needs," she said after the event.

In keeping with the theme, the runners were treated to a vegetarian lunch after they crossed the finish line.