



THE PHILIPPINE AMERICAN LIFE AND GENERAL INSURANCE COMPANY
3/F PHILAM LIFE BLDG., UN AVENUE, ERMITA, MANILA
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Media Release

Philam Life Runs for Healthy Education

The Philippine education system has been plagued with shortfalls in both human resources and infrastructure. Statistics from the Department of Education (DepEd) show that the Philippines has a classroom shortage of about 152,000, assuming a student-teacher ratio of 1:45. With additional classrooms, more pupils can be accommodated by our public school system.

With this in mind, Philam Life will be holding a running event called "Run for Healthy Education: The Philam Paaralan Family Fun Run" this Saturday, October 29, 2011, at 5:00 am at Tiendesitas along C-5 road in Pasig.

The run is for the benefit of Philam Foundation's "Philam Paaralan" program which builds entire school buildings (including classrooms and restrooms) and provides additional facilities (such as chairs, blackboards, etc.) for public schools located in unserved and underserved areas in provinces around the Philippines. These are mostly located in upland communities and island municipalities with little or no water and electricity.

Philam Paaralan was formed in March 2011 in partnership with DepEd to assist in the shortage of school infrastructure. Last June 30, a total of eight (8) classrooms fully furnished with restrooms were turned over to the province of Isabela. Four pilot schools under the Philam Paaralan Program benefited Alibagu Elementary School and Manaring Integrated School in Ilagan; and Regional Science High School and Ugad Elementary School in Tumauni.

The running event will consist of two categories, a 3-km run and a 5-km run, with registration fees set at P300 and P500 respectively. All registrants will be provided a race kit which includes a race singlet, RFID tag, race number, route map and drink. Those who can not run can either: a) sponsor-a-runner or b) make donations. Each P300 donation buys 30 hollow blocks for a classroom wall, P500 buys a roofing sheet, P1000 buys a desk chair and P5,000 buys a blackboard.



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The event is open to the public and registration will be until October 27, Thursday. Interested runners can download registration forms from www.philamlife.com. Registration fees can be paid at any Philam Life Business Center or at the Philam Foundation office (UN Head Office). Registrants can submit the completely filled-out registration form together with the payment receipt to the Philam Foundation office in UN Avenue Manila.

“We need to make basic education accessible to as many learners as we can reach, which we can consider as a solid investment for the future,” stated DepEd Chief Bro. Armin Luistro. “We are all stakeholders of education. Education is not the sole responsibility of DepEd. At the end of the day, we are all accountable for the education of our people.”

Philam Foundation aims to bring education to underprivileged areas by partnering with various organizations. In addition to providing education infrastructure, Philam Paaralan will also be providing a health component in the program in the form of water sanitation and hygiene (WASH) in keeping with the Healthy Living CSR thrust of its corporate parent, the AIA Group.

AIA recently contracted a Healthy Living Index study across the 15 markets it operates in Asia-Pacific (including the Philippines), conducting over 10,200 interviews across the region. The study shows that majority of Filipinos (74%) see ‘regular exercise’ as one of the important drivers of healthy living, but is an item they do not give themselves high ratings as only 37% say they are satisfied with the amount of regular exercise they get. Moreover 42% of Filipinos revealed that the exercise only one hour or less in a week. That is why Philam Life promotes healthy living through this fun run, while supporting healthy education through Philam Paaralan.

“We at Philam Life believe in empowering Filipinos to achieve financial security and prosperity. Providing basic education is an important step to achieving this vision. Integrating a health and hygiene program for the students is key to ensuring their overall wellness,” shares Max Ventura, Philam Foundation Executive Director. “Through this fun run, we hope to raise more funds for the Philam Paaralan program and be able to provide more and better facilities such as healthy and safe classrooms with restrooms for the many students out there who currently hold classes under harsh conditions, and are exposed to the elements on a daily basis.”



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“We invite everyone to join us this Saturday Oct 29,” Ventura continues. “It’s a win-win event for all involved --- we promote health and well-being for the runners and we provide ‘healthy’ education for the students out there who need better schools and classrooms.”

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About Philam Life

The Philippine American Life and General Insurance Company (Philam Life) is the largest life insurance company in the Philippines and the market leader for over 60 years. Philam Life offers an extensive line of products in the industry that provides solutions to various financial needs including life protection, health insurance, savings, education, retirement, investment, group and credit life insurance. Philam Life has the most extensive network of offices and sales agencies nationwide.

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

About the AIA Group

AIA Group Limited and its subsidiaries comprise the largest independent publicly listed pan-Asian life insurance group in the world. It has wholly-owned main operating subsidiaries or branches in 14 markets in Asia Pacific - Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau and Brunei and a 26% joint venture shareholding in India.

The business that is now AIA was first established in Shanghai over 90 years ago. 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 has total assets of US\$115,782 million as of 31 May 2011.

AIA meets the savings and protection needs of individuals by offering a comprehensive suite of products and services including retirement planning, life insurance and accident and health insurance. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of more than 230,000 agents and approximately 20,000 employees across Asia Pacific, AIA serves the holders of over 23 million individual policies and over 10 million participating members of group schemes.

AIA 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) being traded on the OTC market (ticker symbol: “AAGIY”).

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