



Post-event Report

MOVE8 WALK-A-HUNT @ MERDEKA 118 PRECINCT

SUPPORTING PARTNERS



ORGANISED BY



GO INTERNATIONAL GROUP DOTCOM SDN BHD

Submitted on 28 February 2025



IMPACT REPORT

**MOVE8 WALK A HUNT @
MERDEKA 118 PRECINCT
18 JANUARY 2025**

**TOGETHER, WE ACHIEVED
5,400,000 STEPS
IN JUST ONE MORNING!**



**TOTAL 1200
REGISTERED
PARTICIPANTS**



**200 +
CORPORATE
EMPLOYEES**



**200 + PWDs
JOINED IN THE
FUN!**



**WELCOMED
100+
INTERSTATE
STUDENTS**



**SERVED 800
LUNCH PACKS,
600 COOKIES &
800 CUPS OF
COFFEE**



13 EXHIBITORS



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Merdeka 118 Precinct - Image courtesy of PNB Merdeka Ventures Sdn. Berhad.

Overview

The Move8 Walk-a-Hunt @ Merdeka 118 Precinct is a community enrichment project that seeks to foster community engagement and promote cultural heritage, while boosting economic activities around the Merdeka 118 Precinct and surrounding areas.

Participants of all abilities were invited to enjoy a 3KM route surrounding the Merdeka 118 precinct in-person. A VR Film will be made available later in the year for remote participants to join. The audio-visual walk and treasure hunt provides clues which participants will need to walk and hunt for in the area, embracing multicultural understanding and cultural appreciation of the rich heritage in Kuala Lumpur. Participants can create and post stories of their own experiences too, and with a hashtag #Move8Merdeka118, participants can walk or run and become “actors” in a rich multimedia experience.

This project is conceptualised and organised by Go International Group Dotcom Sdn. Bhd., a recipient of the Merdeka 118 Community Grants Programme Cycle 2, where PNB Merdeka Ventures’ (PMVSB) Board of Directors have conditionally approved RM30,000.00 towards the project.

Community Impact



Photo caption: Move8 Walk-a-Hunt participants download digital map to uncover Clues and Missions along a 3KM path in Merdeka 118 Precinct

How does Move8 contribute to the community?

Launched in 2018 at the KL Car Free Morning in Dataran DBKL, Move8 is a sports and fitness advocacy and activation platform that seeks to promote sports equity. Move8 was created as an 8-step wellness method co-created by two women: a fitness coach and a carer of a dementia parent from their lived experiences as coach and carer. Move8 advocates for Sports and Fitness equity, cutting down barriers of entry to sports, fitness and wellness programs and brings community groups together through ground activation programs that are inclusive of seniors, women and youth communities. The team works hard to ensure persons with disabilities (PWDs), B40s, refugees, stateless and vulnerable persons are not left behind. Optimum health and wellness are a basic human right and must be available to all layers of society.

Activation Details

1. Event Name: Move8 Walk-a-Hunt @ Merdeka 118
2. Event Date: 18 January 2025
3. Event Time: 7:30AM – 13:30PM
4. Event Venue: Merdeka 118 Precinct and surroundings areas (8 Checkpoints)
5. Target Audience: General public, Local business community, corporate partners and sponsors, Fitness and wellness community
6. Participants: 1,200 registered participants & 500 virtual participants from various civil society and not-for-profit groups, charities and foundations, corporate companies, government and city council.



Photo caption: Corporate Partner, Stream Environment walks with blind athletes

Activation Objectives – were they achieved?

Our aim was to introduce a revolutionary Walk-a-Hunt experience that offered participants a chance to interact both in person and via Virtual Reality (VR). Encouraging tourism for persons of all abilities, this inclusive experience brings visitors from anywhere in the world to the Merdeka 118 Precinct and its surrounds. In-person participants will have their five senses tantalised as they experience viewing Kuala Lumpur's newest tourist attraction, the Menara Merdeka 118 firsthand, while creating their own milestones by posting up images and text from their experiences. Participants who join remotely will also be able to experience the area in an immersive VR 360° format using the YouTube app. They will be given a set of clues to solve and in doing, they will uncover stories about local businesses and iconic landmarks. By providing two alternatives for participation, we seek to be inclusive and in line with the United Nations Sustainable Development Goals in leaving No One Behind. which will eventually promote community involvement and celebrate the area's rich history in a socially inclusive and approachable way.

Route Overview

The Move8 Walk-a-Hunt launched its BETA map in-person on 18 January 2025 with an immersive VR360 film (to be released later this year) for participants to join in virtually using the Internet, no VR goggles are required. The route circumnavigating Merdeka 118 Precinct has been carefully planned, documented and captured as a 3KM audiovisual experience inviting participants to “hunt for clues” while walking around the Merdeka 118 Precinct. The route explores eight checkpoints starting from the Stadium Merdeka (Main Entrance) to Lorong Panggung, Jalan Tun HS Lee, Jalan Petaling, before heading to Jalan Hang Jebat and returning to Stadium Merdeka (Gate 4) via Jalan Stadium. All throughout the route, participants will marvel at the second tallest tower, Menara Merdeka 118 and connect with local businesses and the local community in the surrounding area.

What were the impactful outcomes?

The Move8 Walk-A-Hunt @ Merdeka 118 delivered several impactful results. They include:

1. **Enhanced Community Engagement:** We engaged the community with activities that united locals and strengthened the sense of community. The Soya Bean vendor, the nasi lemak lady, restaurants along Jalan Sultan and not-for-profit organisations within the Merdeka 118 precinct. Our team reached out to more than 50 businesses in the area, with 80% of businesses allowing us to paste our poster at their premises.
2. **Increased Awareness of the Merdeka 118 Precinct:** Participants increased their understanding of the historical and cultural value of the Merdeka 118 site as a result of taking part in this event, which will support preservation efforts even more. This

awareness is essential for teaching the next generation about the history of the country as well as for protecting the nation's cultural legacy.

3. **Creative Methodology:** Integrating virtual reality technology (VR) and an immersive film (to be released later in the year), we fuse a conventional event with creative technology to enhance and extend the participant's experience. This creates opportunities for even greater innovation in events, as digital and physical experiences can be blended to enhance the event experience.
4. **Diverse Participation:** The event is inclusive and starts conversations about inclusivity. By providing both online and in-person participation formats, a wider and more diverse variety of people will be able to participate regardless of location. It was evident in reviewing comments from diverse groups of attendees, enhancing social connections amongst them.
5. **Fit for Good:** We promoted cross-industry partnerships by signing on corporate companies who committed to walk with and assisting persons with disabilities (PWDs). The participation of different stakeholders, such as nearby business owners, will support the revitalisation of the local economy.
6. **Economic Boost:** The influx of participants to the area was a welcomed addition to enticing domestic and international tourism in the future. Year on year, we aim to grow the Move8 Walk-a-Hunt into a significant annual tourism attraction.
7. **Improved Public Spaces:** Menara Merdeka 118 Precinct and its surrounding area welcomes locals and visitors to its public space, revitalising communities and use of space. These upgrades include initiatives to make the region visually appealing, safer, and with better public facilities.



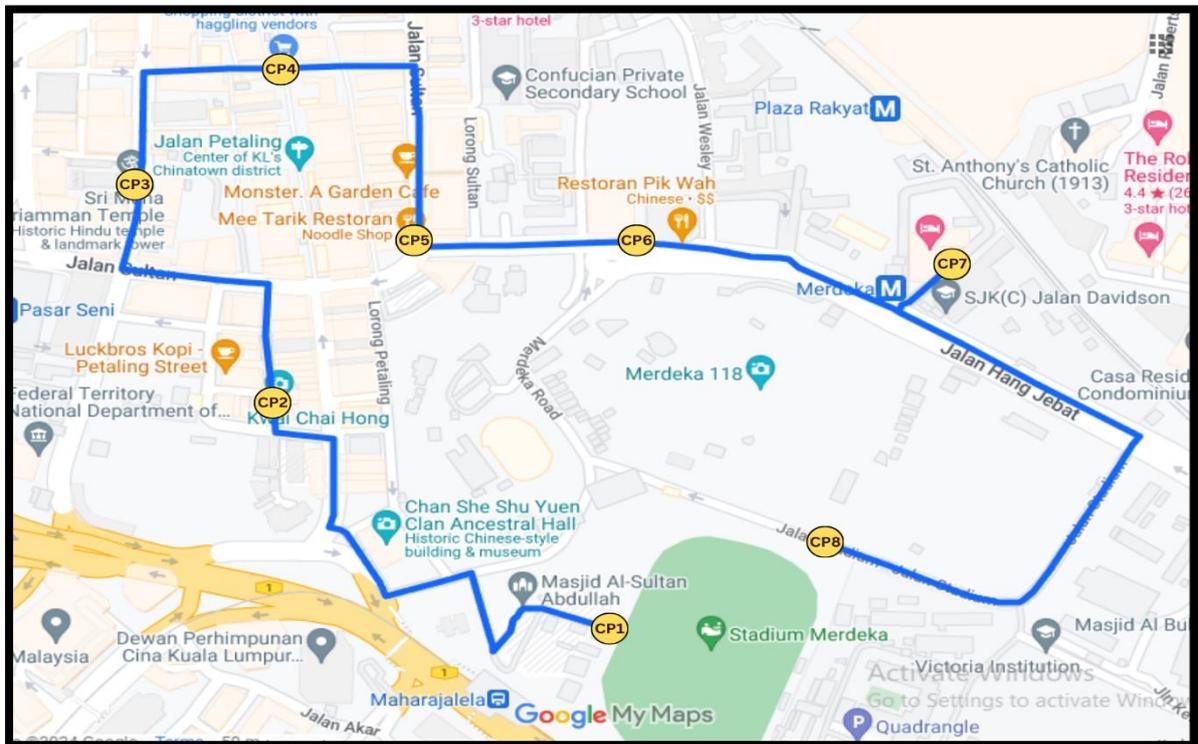
Photo caption: Chief executive officer of PNB Merdeka Ventures Sdn Berhad meets with a member of the public



Photo caption: Team from not-for-profit partner, Books for a Better World at the Move8 Walk-a-Hunt

Move8 Walk-a-Hunt Route

(Beta map released on 18 January 2025)



Go International Group Dotcom Sdn Bhd reserves the right to make amendments to the route for safety precautions depending on changes to traffic and route, without prior notice.

A Move8 Walk-A-Hunt @ Merdeka 118 routes that highlights significant cultural and historic attractions in the vicinity of the Merdeka 118 precinct has been created. The inaugural Move8 Walk-a-Hunt @ Merdeka 118 invites participants to explore eight (8) checkpoints, starting from the Stadium Merdeka Main Entrance to Lorong Panggung Jalan Tun HS Lee to Jalan Petaling before heading uphill on Jalan Hang Jebat finally at Jalan Stadium. The route, which combines physical activity with cultural exploration, has been thoughtfully designed to give participants an enriching experience.

Results Through a dipstick survey, we found that 50% of participants completed all 8 checkpoints, whereas 30% completed at least half, and 20% were completely lost after the second checkpoint. We provided maps in English and Bahasa Malaysia, however we did not provide guides nor ambassadors at each checkpoint. The walk is meant to be self-guided. We will factor in the requirement for assistance during special event launches.



Double click above to view VR360 video, pan around 360 degrees to view the route as if you were in Kuala Lumpur's Merdeka 118 Precinct. Or, follow this external video link to view: <https://youtu.be/7zb2OIAYNqU?si=5lvbapZclvIM25Ki>.



Event Timeline

Item	Deadline
1 Pre-Event Planning & Preparation <ul style="list-style-type: none"> Route design and planning Videography and graphic design 	30 September 2024
2 Pre-Event Announcements & Community Engagement <ul style="list-style-type: none"> Flyers Poster Video Promos Community Outreach 	1 December 2024
3 PR, Sales & Marketing <ul style="list-style-type: none"> Press Release 1 Press Release 2 Sales Canvassing to Corporate Companies Presentations to Government / Kementarian Community engagement with retailers and businesses around Merdeka 118 precinct Publicity and Promotion Post- Release 	Ongoing Completed 10 Jan 2025 10 Jan 2025 3 Jan 2025 20 December 2024 Ongoing throughout 18 February 2025
4 Event Production & Coordination	18 January 2025
Participant Registration	Company deadline: Fri 3 Jan Individual deadline: Fri 10 Jan 2025
Sponsorship sales	3 Jan 2025
Medic Station	On the day
Course Security (RELA) / Ambassadors / Police / Volunteer Management	On the day
Refreshments from Local Businesses	On the day
Wellness on Wheels / Stage Management	On the day
Sanitation and hygiene	On the day

Event Day Programme



3km Move8 Walk-a-Hunt

SATURDAY 18 JANUARY 2025

VENUE: STADIUM MERDEKA KUALA LUMPUR

Time

Programme Flow

7.00 AM

Music by DJ

7.45 AM

Warm-up Group exercise by Jabatan Kesihatan Wilayah Persekutuan (JKWP)



8:10 AM

Lucky Draw #1

8:20 AM

Public flag off Batch 1, 2, 3

9:00 AM

Corporate Groups paired with Purpose Partners

9:10 AM

Welcome by Emcee

STREAMING
LIVE

9:15 AM

Speech by VIP Guest Dato' Tengku Ab. Aziz, CEO of PNB Merdeka Ventures Sdn. Berhad.



9.20 AM

Performance - Cultural Dance

10:00 AM

Corporate Groups Flag-off

10.10 AM

Lucky Draw #2

10:30 AM

Lucky Draw #3

10:55 AM

Lucky Draw #4

11:00 AM

Performance - Community Open Mic

11.30 AM

AFT 'Kurang Manis' Health Talk

11.45 AM

Move8 Group Movement Exercise

12.00 PM

Lunch.

LUNCH
TIME



Health
is wealth

Programme is subject to change - please check the website.

All activities are free, inclusive and supported by Sponsors & Partners.

WWW.SPORTSFITNESSFESTIVAL.COM

FREE

REGISTER
TODAY

The Move8 Walk-a-Hunt Checkpoints

Photo Opportunities

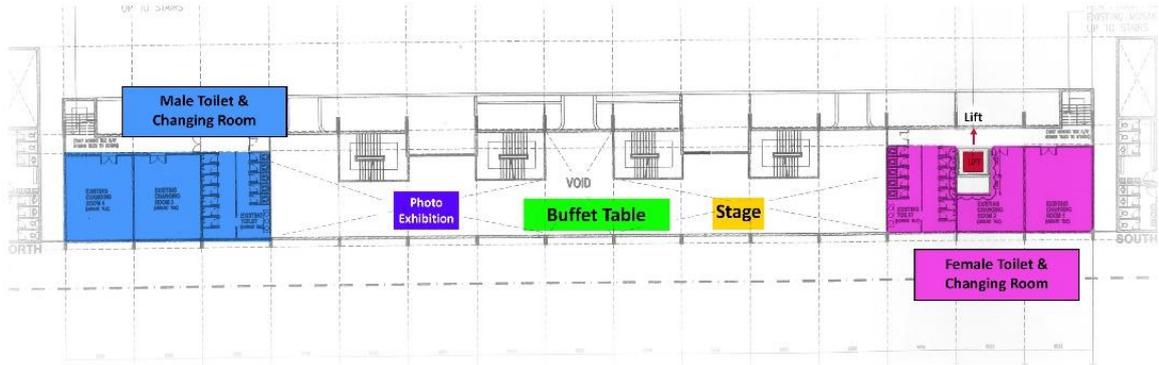
A designated photo location outside the stadium as well as inside the stadium for participants to take memorable pictures. This area featured:

- Collaborative partnership with AMRI GINANG aka AG Photography, a professional photographer who will curate and photograph persons with disabilities. Photos captured are high-quality images, meant for a future Move8 photo exhibition.
- Professional community photographers are also invited to participate and share their photographs from the event experience.
- Participants will also be encouraged to take their own photos to share on social media with event hashtags.

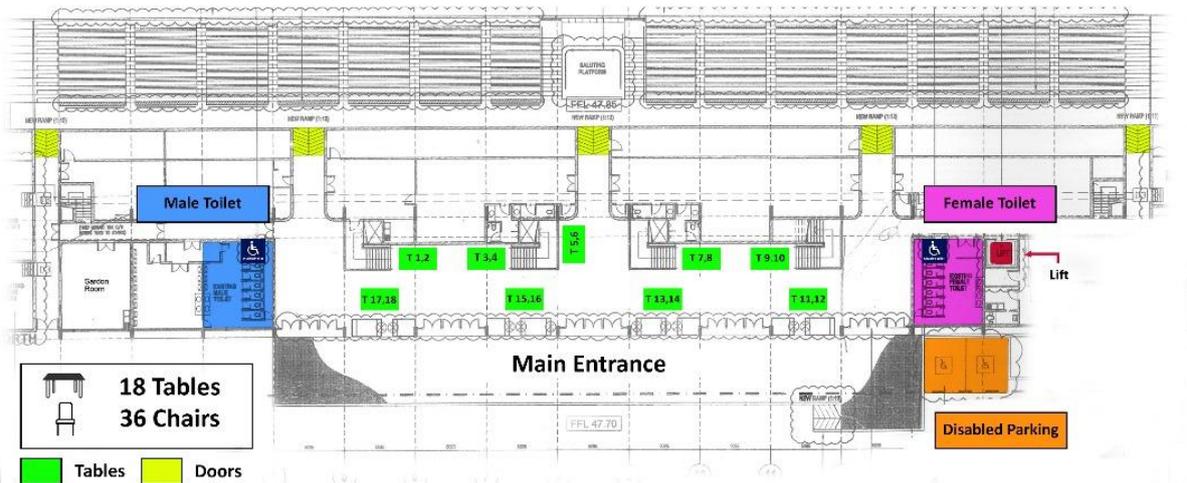


Photo caption: Malaysia's blind athletes pose for sports inclusion awareness by the Move8 advocacy platform, a collaborative effort with photographer AMRI GINANG.

Venue Floorplan

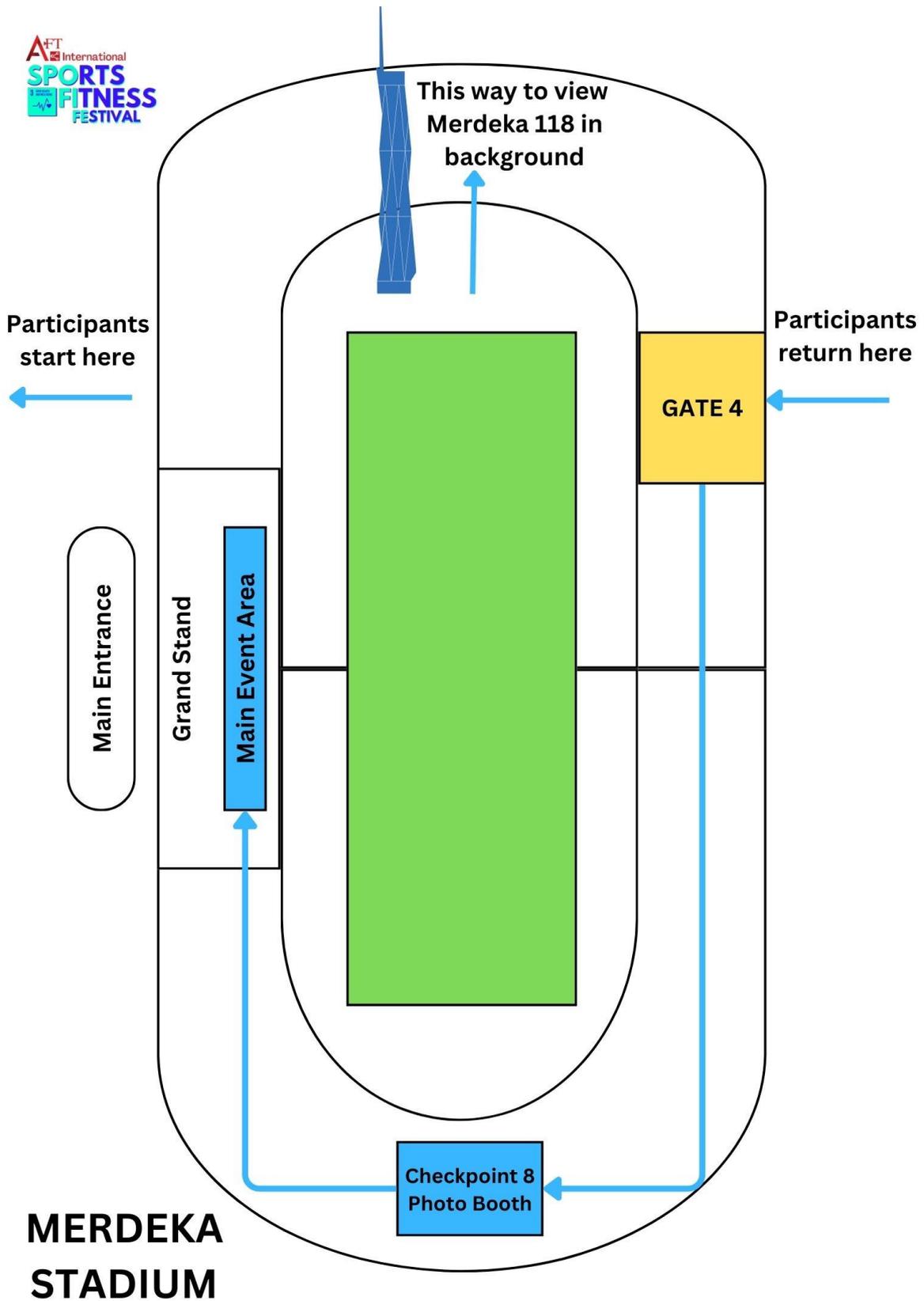


Stadium Mezzanine Floor



Stadium Grandstand





MERDEKA STADIUM

Social Media and Partnerships

- Post, Share & Encourage participants pre-, during- and post- event.
- Sharing positive fitness messaging with their audience
- Remind participants of the hashtags to use on social media:

Like and follow:

[@malaysia.truly.asia](https://www.instagram.com/malaysia.truly.asia)

[@merdeka118](https://www.instagram.com/merdeka118)

[@mythinkcity](https://www.instagram.com/mythinkcity)

[@stadiummerdeka](https://www.instagram.com/stadiummerdeka)

[@gointernationalgroupdotcom](https://www.instagram.com/gointernationalgroupdotcom)

Hashtags:

[#Move8Merdeka118](https://www.instagram.com/hashtag/Move8Merdeka118)

[#Move8](https://www.instagram.com/hashtag/Move8)

[#Merdeka118](https://www.instagram.com/hashtag/Merdeka118)

[#StadiumMerdeka](https://www.instagram.com/hashtag/StadiumMerdeka)

[#MyThinkCity](https://www.instagram.com/hashtag/MyThinkCity)

[#KreatifKL](https://www.instagram.com/hashtag/KreatifKL)

[#DowntownKL](https://www.instagram.com/hashtag/DowntownKL)

[#SportsEquity](https://www.instagram.com/hashtag/SportsEquity)

[#DiversityByInclusion](https://www.instagram.com/hashtag/DiversityByInclusion)

Fitness, Wellness, Medical and Safety Provisions

- On-Site Medical Team of qualified first aiders from Jabatan Kesihatan Wilayah Persekutuan Kuala Lumpur dan Putrajaya were on hand to assist and consult on any health-related enquiries.
- The Wellness on Wheels (WOW) mobile truck with portable stage was a wonderful addition to the programme. Their team of fitness coaches and support team of 8-10 pax provided warm-up, cool-down and group exercises for the participants.



Photo caption: Wellness on Wheels with Jabatan Kesihatan Wilayah Persekutuan Kuala Lumpur dan Putrajaya

Promotional and Marketing Efforts

Target Audience:

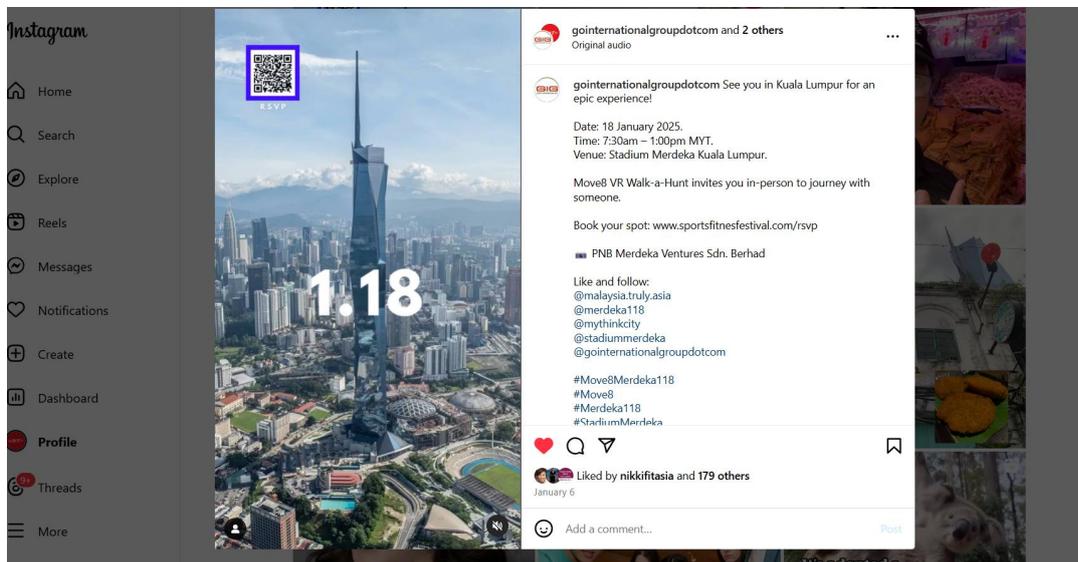
Demographics:

- Age: Between 18-45 years old.
- Interests: Outdoor activities, local events, community engagement, fitness enthusiasts, and cultural experiences.
- Location: Local community and tourists around Merdeka 118 areas and local businesses.

Multi-Channel Marketing:

Channels:

- Broadcast TV (RTM Berita Perdana)
- Social Media Channels of Influencers (Instagram, Facebook, LinkedIn)
- Independent Media Channels (YouTube, Vimeo, Substack)



Link to Instagram Post (Ad) -

https://www.instagram.com/reel/DEeZf5KpQ_n/?utm_source=ig_web_copy_link&igsh=MzRIODBiNW FIZA==

Technical meeting with Stadium Merdeka and Jabatan Kesihatan Wilayah Persekutuan Kuala Lumpur dan Putrajaya



Site visit with corporate partner, Maybank.

Site visit to discuss safety and monorail accessibility for persons with disabilities (PWDs).



Site visit with corporate partner, Stream Environment.

Site visit to discuss flow, participant parking, activities and assistance with persons with disabilities (PWDs).





Social media post from Corporate Partner, Stream Environment

[Click to view LinkedIn post.](#)



STREAM Environment

482 followers

2w • 🌐

⋮

🌟 **Stepping Up for Change: MOVE8 Walk-A-Hunt @ Merdeka 118** 🌟

On **18 January 2025**, our team joined hundreds of passionate individuals at the unique 3KM scavenger hunt-style walk, circumnavigating the iconic **Merdeka 118**, the world's second tallest tower at 679 metres. This wasn't just about stepping out and getting active—it was about to make health and fitness accessible and equitable to all layers of society, leaving no one behind.

🌟 From an energizing morning warm-up session set to the beat of APT to solving clues and exploring cultural landmarks, every step we took was fueled by a shared mission: promoting *Fitness, Inclusion, and Community Care*. We are proud to have contributed toward helping blind athletes achieve their dreams of competing for GOLD at the **LA Olympic Games 2028**, proving that when we move together, we can achieve greatness 🏆👏.

👉 A big thank you to everyone who made this event so impactful. It is through partnerships like these that we truly make a difference. Let's continue building bridges and breaking barriers!

Here's to more moments of impact, growth, and unity. ❤️❤️

Malaysian Blind Sports Association
 @Malaysian Federation of the Deaf
MySkills Foundation
AFitnessToday.com
 Tourism Malaysia
 Think City
 GIG: GoInternationalGroup.com

#STREAM #AWCS #Move8Merdeka118 #Move8 #Merdeka118 #StadiumMerdeka #SportsEquity #GenderEquality #DiversityByInclusion #FitnessForGood #TeamworkInAction





👍❤️👏 14

2 comments · 6 reposts

Reactions












Social media post from Social Enterprise Partner, Books for a Better World (BFBW)

A valuable partner providing access to free books for book lovers on event day.

[Click to view LinkedIn post.](#)

Adrian Ung • 1st
 CEO @ Books For A Better World Sdn Bhd (BFBW) | Driving Growth, Building R...
[Visit my website](#)
 2w • 🌐

🌟 What a Day at Move8! 🌟

This morning, our team had an absolute blast at the Move8 event, combining fun, service, and community love all in one! We gave away FREE BOOKS to the public, spreading the joy of reading and connecting with so many wonderful people. 📖❤️

But the excitement didn't stop there! After serving the community, we took a stroll around the vibrant streets of Chinatown, soaking in the charm, culture, and hidden treasures the area has to offer. From delightful snacks to captivating murals, every moment was filled with laughter, exploration, and memories to cherish!

- "Serving the community while having fun? It's what we do best!"
- "Chinatown never ceases to amaze—delicious food, rich history, and warm smiles all around."

Thank you to everyone who stopped by our booth, picked up a book, or shared a smile with us today. Together, we're making the world brighter, one book and one step at a time.

#BFBW #Move8 #CommunityLove #FreeBooks #ChinatownAdventures #TeamFun #BooksForBetterWorld #MakingMemories

STADIUM MERDEKA

You and 12 others

4 comments

Reactions

+5







Move8 Walk-a-Hunt @ Merdeka 118 Precinct flags off!



Photo caption: VIP guests scan the QR code to download the Clues & Missions



Photo caption: Dato' George Thomas, CEO, Malaysian Blind Association & Tengku Dato' Ab. Aziz, CEO of PNB Merdeka Ventures Sdn. Berhad at a checkpoint.



Photo caption (left to right): At Kwai Chai Hong, a Move8 Walk-a-Hunt Checkpoint with Cik Nur Natasya binti Ab Halim, DBKL Tourism Unit and Pn. N. Azimah Md Sham, Deputy Director, Health Education Unit, Federal Territories Health Department of Kuala Lumpur and Putrajaya, Major (Rtd) Krishan Nambiar of the Malaysian Blind Sports Association accompanying Tengku Dato' Ab. Aziz, CEO of PNB Merdeka Ventures Sdn. Berhad and Ms Nikki Yeo of Go International Group Dotcom Sdn. Bhd.

Friends and supporters of Move8 Walk-a-Hunt



PWD and F&B Hospitality partner, Berjaya Starbucks Coffee

Coffee & Tea Refreshments and Cookies breakfast sponsorship and lucky draw prize sponsorship

Collaborated with Silent Partner & Operation partners as their CSR project for 2025.





Photo caption: Silent Café Display by Berjaya Starbucks Coffee



Photo caption: Ms. Rina Siew from Berjaya Starbucks Coffee Social Impact team presented Lucky Draw Prizes to participants.



Photo caption: Prizes included 20% discount vouchers, Jumbo Chocolate Chip Cookie, Tumblers.



Photo caption: Moving forward for our next edition, we hope to involve Berjaya Corporation Berhad and their other brands as corporate partners to fulfil our dream of moving even more people of all ages, abilities and across all levels of their employee base inclusive of their vendors.

F&B hospitality partner, Nature Farm Enterprise Sdn Bhd

Thankful for their sponsorship of 600 apples and oranges for all participants



TVET partner, MySkills Foundation Berhad

100 students travelled from the state of Perak to Merdeka 118 Precinct. Most of them were studying air conditioning repair and other vocational skills courses.



F&B hospitality partner, Stream Environment Group

Generously sponsored 400 cartons of mineral water



Health Screening by Jabatan Kesihatan Wilayah Persekutuan Kuala Lumpur, Putrajaya dan Labuan



Safety first - MoveAID for Persons with Disabilities

Matching PWDs with other participants to aid them with getting to the event safely.



Inclusion of local businesses

We supported local businesses like Kim Soya Bean in Petaling Street by purchasing 100 drinks and provided participants with coupons at a lucky draw.



Inclusive Open Mic - Performance Stage

Performer with Autism, Ahmad Aaqil Aariz bin Ahmad Ridzuan

Meet Aaqil Aariz, known as Raven Glade. At just 16, Aaqil embraces his neurodiversity, bringing a special touch to his music with his unique way of thinking.

Inspired by artists like Taylor Swift, Aaqil pours his heart into crafting songs that connect with his audience on a profound level. Each song is like a window into his feelings and experiences, where emotions run deep and melodies soar. Aaqil's journey as Raven Glade is just beginning, but his love for music and his hard work will surely take him far. Keep an eye out for this rising star as he continues to share his voice and his story with the world.



Maybank's very own staff and open mic performer, Nur Izzah Akma.



 afitnesstoday.official and 2 others
Original audio

 afitnesstoday.official Izzah of Maybank performs Kau Ilhamku – AFT International Sports Fitness Festival @ Stadium Merdeka, 18.01.2025

Follow and like:
 @mymaybank
 @malaysia.truly.asia
 @merdeka118
 @mythinkcity
 @stadiummerdeka
 @gointernationalgroupdotcom
 @sarimahibrahim

Hashtags:
 #Move8Merdeka118
 #Move8
 #Merdeka118
 #StadiumMerdeka
 #MyThinkCity
 #KreatifKL
 #DowntownKL
 #SportsEquity
 #diversitybinclusion

 Liked by nikkifitasia and 11 others
January 18

 Add a comment... Post

Hospitality F&B Sponsorship partner, The Lankan KL Restaurant

Provided lunch for 100 pax (Rice, curry chicken, vegetables)



Hospitality F&B Sponsorship partner, Jasa Bumi Catering

Provided lunch for 400 pax (lunch pack Vegan)



Hospitality F&B Sponsorship partner, Dream Cafe

Provided lunch for 300 pax (lunch pack Vegan)



Hospitality F&B Sponsorship partner, Emma & Widiyanto +60 11-6177 1761

Provided lunch for 100 pax (lunch pack)



Vantage points along route with QR code

Participants invited to scan the QR code to gain access to the Clues & Missions maps.



A more effective method could be a QR Code Graffiti

An inclusive event welcoming participants from civil society partners

Participants from Malaysian Blind Sports Association, Malaysian Blind Association, Malaysian Federation of the Deaf, Malaysian Deaf Society, Enabling Academy's autistic youth community, their carers and families, Home of Peace Kuala Lumpur, Second Chance Animal Society, CanSurvive Malaysia, Malay College Old Boys Association (MCOBA) and many more.

Moments like these reminds us of the strength in human connection.



Left: Maybank Malaysia with “face equality” participant

Right: Second Chance Animal Society and Malaysian Blind Athletes from MBSA



Malay College Old Boys Association (MCOBA) alumni group photo with Tengku Dato' Ab. Aziz, CEO of PNB Merdeka Ventures Sdn. Berhad and

Press Release

Research, Writing

Pre-event press release – 6 January 2025

<https://sportsfitnessfestival.com/blog/2025/01/06/move8-walk-a-hunt-merdeka-118-precinct-invites-international-tourists-to-experience-kuala-lumpur/>

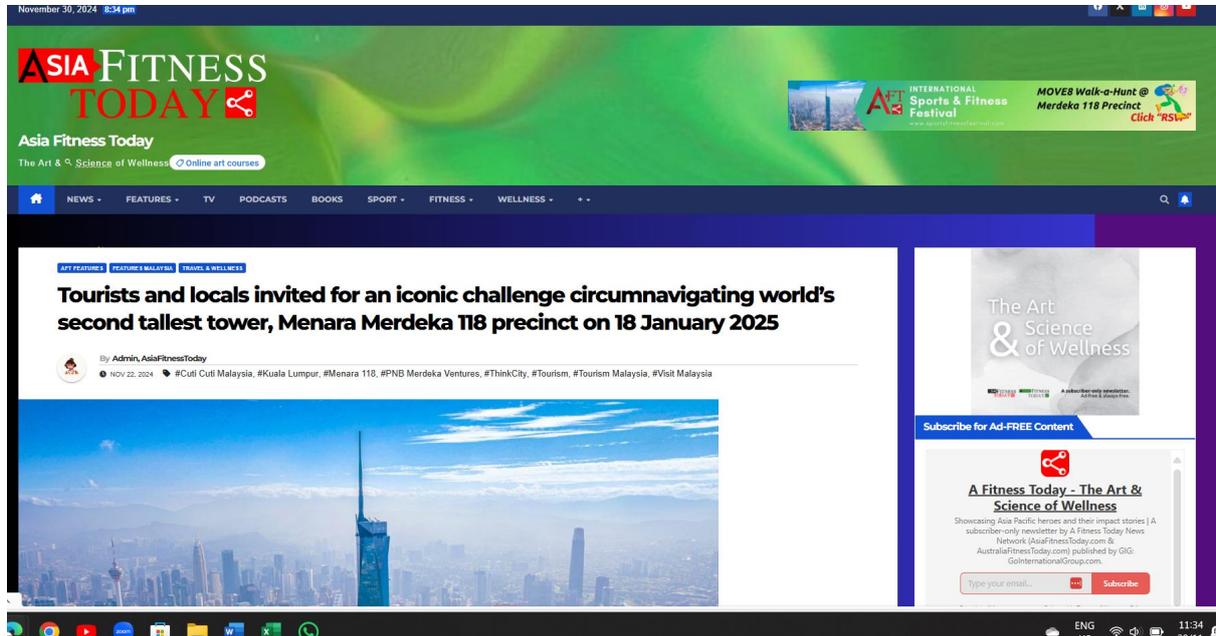
Pre-event announcement – 18 November 2024

<https://sportsfitnessfestival.com/blog/2024/11/18/iconic-walkathon-worlds-second-tallest-tower-menara-merdeka-118/>

Post-event announcement – 18 January 2025

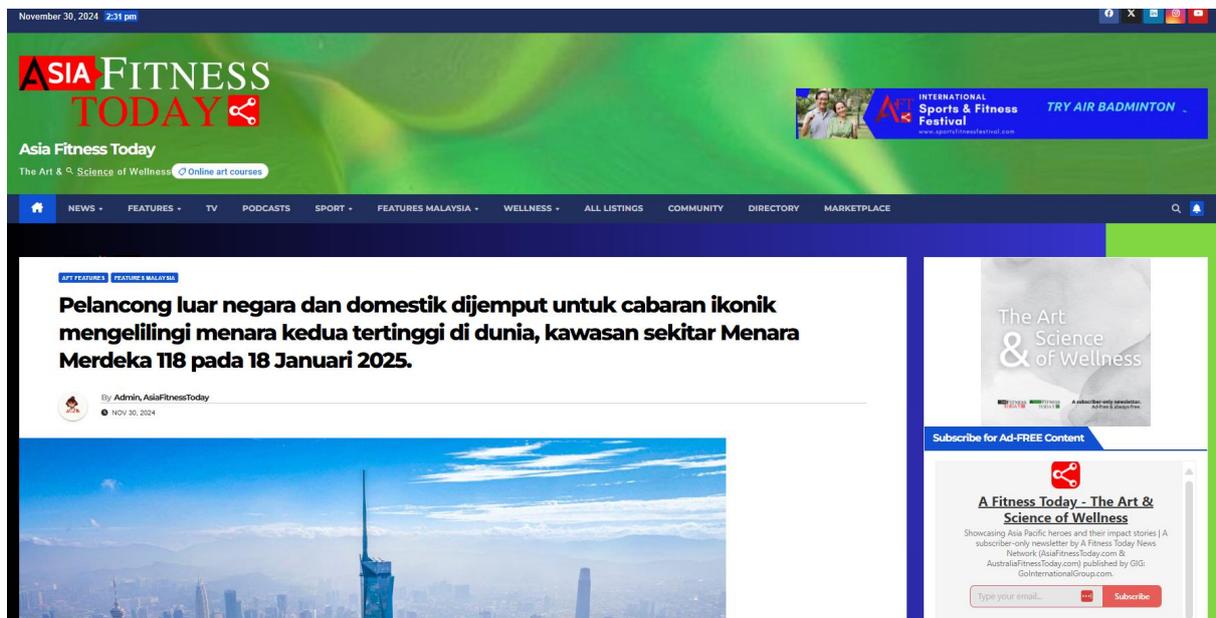
[Post Event Press Release - Move8 18 Jan 25 .docx](#) (not yet distributed)

Media Partner – Asia Fitness Today & Australia Fitness Today



AsiaFitnessToday.com - English

[MOVE8 Walk-A-Hunt @ Merdeka 118 Precinct invites international tourists to experience Kuala Lumpur – Asia Fitness Today](#)



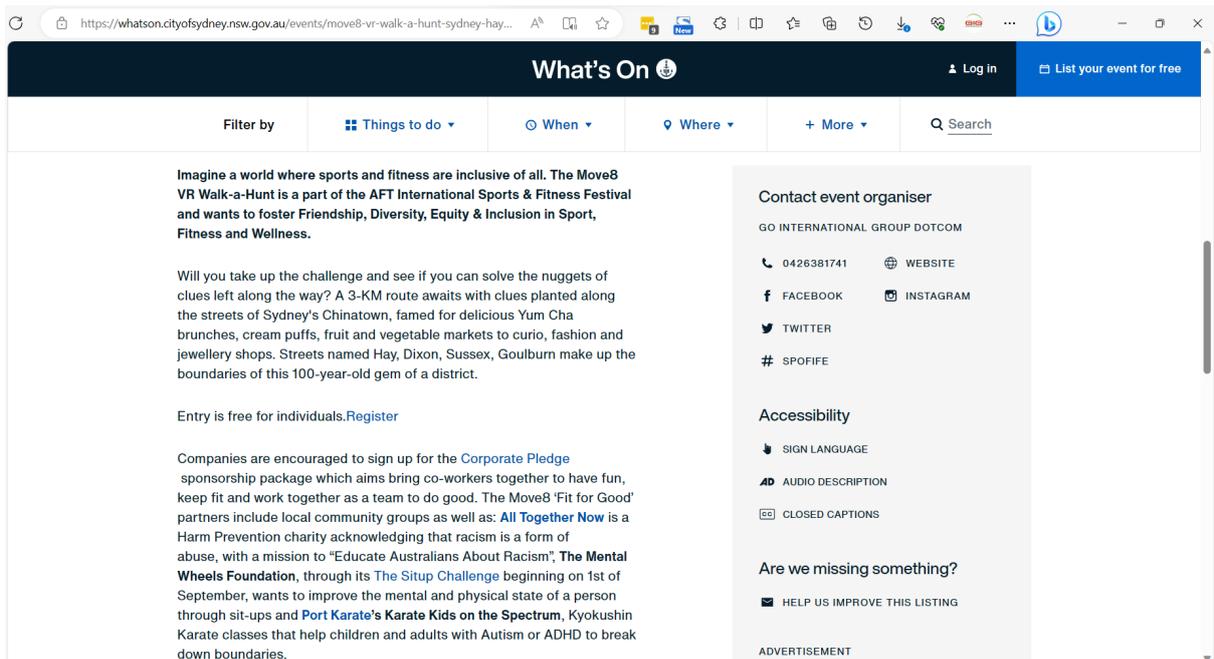
AsiaFitnessToday.com - Bahasa Malaysia



Asia Fitness Today - Bahasa Indonesia



Leaderboard Advertisement – AsiaFitnessToday.com - English





MOVE8 Walk-A-Hunt @ Merdeka 118 Precinct invites international tourists to experience Kuala Lumpur

POSTED ON JANUARY 7, 2025 BY ADMIN

Presented by Tourism Malaysia and supported by PNB Merdeka Ventures Sdn. Berhad and Think City.

Participants of all ages and abilities are invited to explore the historical and cultural landmarks surrounding the iconic Menara Merdeka 118 precinct in Kuala Lumpur, Malaysia.

Get ready for an unprecedented event that blends arts, culture, fitness, and technology: The MOVE8 Walk-A-Hunt @ Merdeka 118 Precinct is set to launch in-person on 18 January 2025 in Kuala Lumpur, Malaysia, with a VR360 film to launch later in the year.



Caption: Menara Merdeka 118 Precinct Kuala Lumpur, world's second tallest building stands at 678.9 metres. Photo credit: PNB Merdeka Ventures Sdn. Berhad.

Key Facts

The MOVE8 Walk-A-Hunt @ Merdeka 118 Precinct is supported by the Merdeka 118 Community Grants Programme, a collaboration between PNB Merdeka Ventures Sdn. Berhad and Think City. Additionally, it is endorsed by Tourism Malaysia, welcoming both domestic and international tourists. This initiative aims to activate and revitalise public spaces around the Merdeka 118 precinct, making it a vibrant hub for cultural activities.

Key Highlights

Cultural Collaboration: This event is a significant co-production between Australia and Malaysia, showcasing a shared dedication to cultural enrichment and international collaboration.

Innovative Technology: Participants can enjoy a unique experience blending physical exploration with a Virtual Reality (VR) film that will be released later in the year, immersing themselves in a cutting-edge fusion of fitness and media.

Search ...



- Presented by -



- Supported by -



Australia Fitness Today - English

<https://www.australiafitnesstoday.com/2025/01/07/move8-walk-a-hunt-merdeka-118-precinct-invites-international-tourists-to-experience-kuala-lumpur/>

Media Monitoring

The Australian: <https://www.theaustralian.com.au/medianet?id=1018453>

Daily Telegraph: <https://www.dailytelegraph.com.au/medianet?id=1018453>

Herald Sun: <https://www.heraldsun.com.au/medianet?id=1018453>

MOVE8 Walk-A-Hunt @ Merdeka 118 Precinct welcomes international tourists to experience Kuala Lumpur
Posted: 7/01/2025 2:42:00 AM

	Name:	The Australian
	Website:	View Release
	Media Type:	Newspaper
	Location:	Surry Hills, NSW
	Potential Audience:	431,000 viewers per month
	News Focus:	National

	Name:	News.com.au
	Website:	View Release
	Media Type:	Online news
	Location:	Surry Hills, NSW
	Potential Audience:	750,000 viewers per month
	News Focus:	National

	Name:	Medianet NewsHub
	Website:	View Release
	Media Type:	Online news
	Location:	Surry Hills, NSW
	Potential Audience:	5,000 viewers per month
	News Focus:	National

	Name:	The Advertiser
	Website:	View Release
	Media Type:	Newspaper
	Location:	Adelaide, SA
	Potential Audience:	507,000 viewers per month
	News Focus:	National

	Website:	View Release
	Media Type:	Newspaper
	Location:	Bowen Hills, QLD
	Potential Audience:	605,000 viewers per month
	News Focus:	National

	Name:	The Daily Telegraph
	Website:	View Release
	Media Type:	Newspaper
	Location:	Surry Hills, NSW
	Potential Audience:	654,000 viewers per month
	News Focus:	National

	Name:	Herald Sun
	Website:	View Release
	Media Type:	Newspaper
	Location:	Southbank, VIC
	Potential Audience:	1,134,000 viewers per month
	News Focus:	National

	Name:	Cairns Post
	Website:	View Release
	Media Type:	Newspaper
	Location:	Cairns, QLD
	Potential Audience:	63,000 viewers per month

	Name:	Geelong Advertiser
	Website:	View Release
	Media Type:	Newspaper
	Location:	Geelong, VIC
	Potential Audience:	63,000 viewers per month
	News Focus:	Regional

	Name:	Gold Coast Bulletin
	Website:	View Release
	Media Type:	Newspaper
	Location:	Southport, QLD
	Potential Audience:	43,000 viewers per month
	News Focus:	Regional

	Name:	NT News
	Website:	View Release
	Media Type:	Newspaper
	Location:	Darwin, NT
	Potential Audience:	40,000 viewers per month
	News Focus:	National

	Name:	The Toowoomba Chronicle
	Website:	View Release
	Media Type:	Newspaper
	Location:	Toowoomba, QLD
	Potential Audience:	<Not Available>
	News Focus:	Regional

	Name:	The Mercury
	Website:	View Release
	Media Type:	Newspaper
	Location:	Hobart, TAS
	Potential Audience:	99,000 viewers per month
	News Focus:	Regional

	Name:	Townsville Bulletin
	Website:	View Release
	Media Type:	Newspaper
	Location:	Townsville, QLD
	Potential Audience:	69,000 viewers per month
	News Focus:	Regional

Advertising with RTM Berita Perdana (National News)

NO PERKARA		KETERANGAN								
KLIEN		GO INTERNATIONAL GROUP DOTCOM SDN BHD								
ALAMAT										
RUJUKAN PEGAWAI		Ms. Jasmine Low, Writer / Producer / Co-founder								
NO TELEFON		Tel (Australia): 0426 381 741 / WhatsApp (Text Only): +6011 6332 0288								
EMEL		jasminelow@gointernationalgroup.com								
KEMPEN		Move8 VR Walk-a-Hunt @ Merdeka 118 Precinct								
CADANGAN SIARAN		16-18 Januari 2025								
KOS SIARAN		DURASI	SEGMENT / ZON	KOS / SPOT	BIL. SPOT	JUMLAH (RM)	SST 8 %	JUMLAH SEBELUM PENGGENAPAN (RM)	PENGGENAPAN	JUMLAH AKHIR (RM)
		TV								
1	CRAWLER									
	- Berita Perdana TV1		2000 - 2030	350.00	10	3,500.00	280.00	3,780.00	3,780.00	3,780.00
	- 30 patah perkataan									

BERITA PERDANA 2024



MONTH	REACH
JANUARY	2,471,489
FEBRUARY	1,931,214
MARCH	3,436,656

Prime time news crawlers



<https://vimeo.com/1061954144/2345cbb1ca>

<https://vimeo.com/1061953975/0cf312860a>

<https://vimeo.com/1061954041/f6c4fa0d52>

Social Media Marketing:

- Post updates, countdown for the event and poster at Facebook or Instagram.
- Use targeted ads to reach potential participants based on their interests and online behavior.
- Teaser video about Merdeka 118 and the surrounding areas.
- Shared past Walk-a-Hunt event videos at social media.



Celebrity Endorsement from Che Puan Sarimah Ibrahim

<https://www.instagram.com/reel/DE6PnV2yls5/>

Instagram

-  Home
-  Search
-  Explore
-  Reels
-  Messages
-  Notifications
-  Create
-  Dashboard
-  Profile

Professional dashboard

Insights  Ad tools

Account insights Last 90 days 

Views 

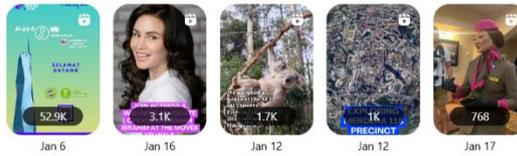
61,033
Views

Followers	3.5%
Non-followers	96.5%
Accounts reached	47,548

By content type



Top content based on views See all



Interactions 

617
Interactions

Followers	2.6%
Non-followers	97.4%
Accounts engaged	557

By content interactions



Top content based on interactions See all



Profile 

331
Profile activity

Profile visits	324
External link taps	7

Followers 

279
Total followers

Most active times





Influencer Endorsement Hanim Joufry Odie Fitness

[Instagram Reel 1](#) 300 views

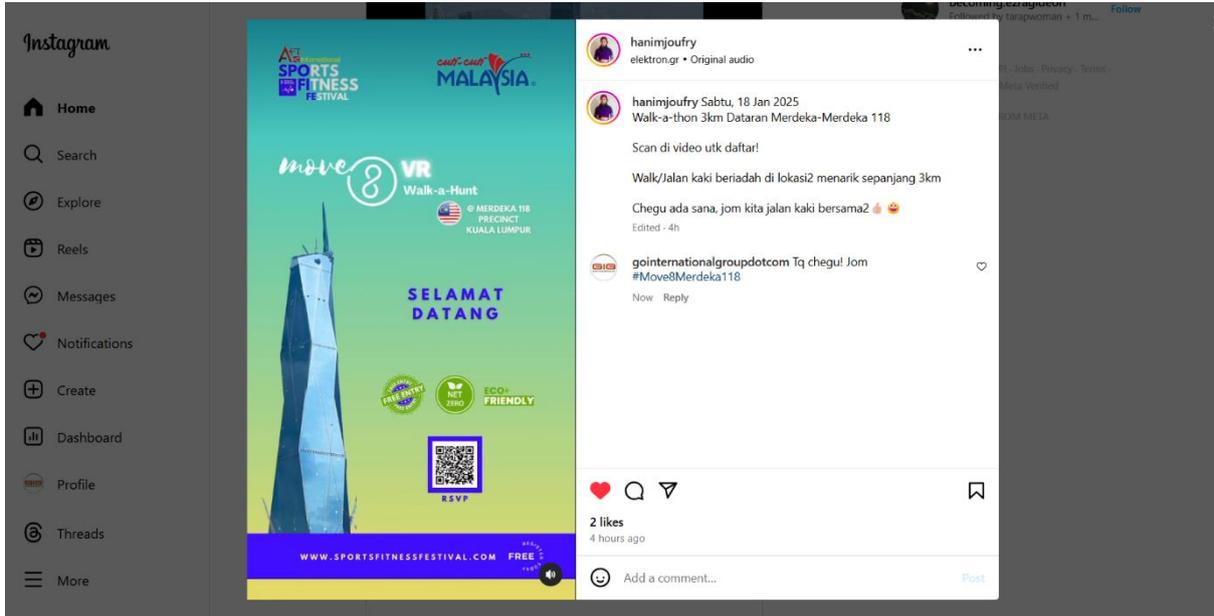
[Instagram Reel 2](#) 201 views

[Instagram Reel 3](#) 664 views

[Instagram Reel 4](#) 915 views

[Instagram Reel 5](#) 535 views

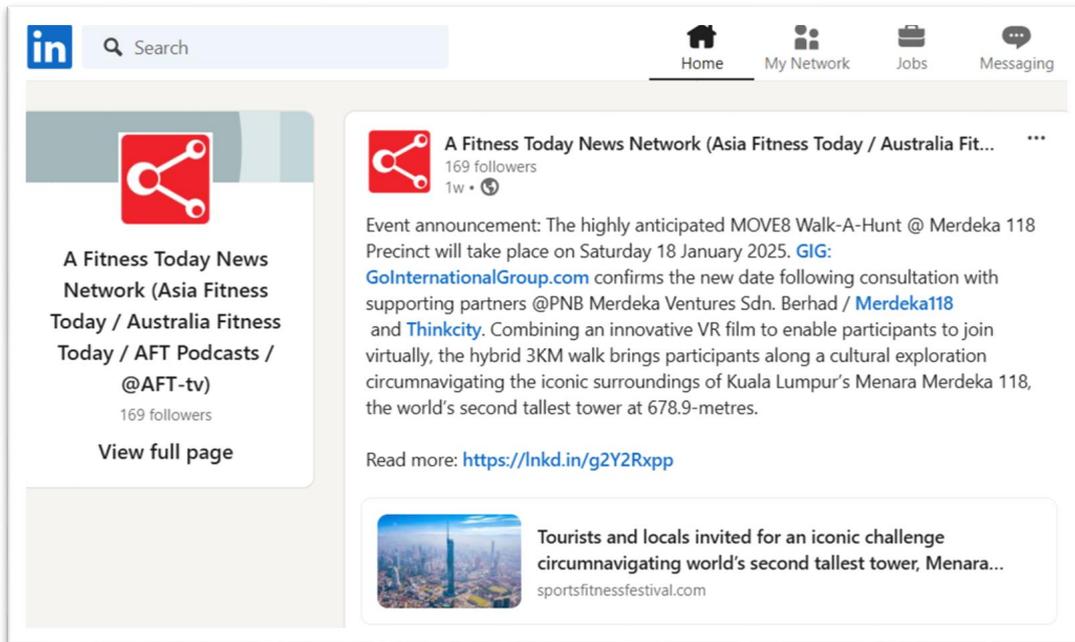
[Instagram Reel 6](#) 686 views



Instagram Share by Influencer Hanim Joufry



Facebook Events



LinkedIn Post ([open link](#))



Instagram - April 18 2024 ([open link](#))



Instagram – 3 Sep 2024 ([open link](#))



Instagram – 2 Sep 2024 ([open link](#))



Instagram – 3 August 2024 ([open link](#))

afitnesstoday.official and gointernationalgroupdotcom
Jessica Simpson • These Boots Are Made for Walkin' (Radio Edit)

afitnesstoday.official New date, new year, new meeting point!
Get ready for an epic inclusive walk!

What? Move8 VR Walk-a-Hunt
Where? Start at Stadium Merdeka Kuala Lumpur
When? Saturday 18 January 2025
RSVP now! www.sportsfitnessfestival.com/rsvp

Join us in-person or virtually as we circumnavigate the world's 2nd tallest structure, Merdeka 118 precinct and discover its environs. #merdeka118 #visitmalaysia #sportsinclusion

Groups and Corporate companies, enquire about the Move8 Fit for Good CSR opportunities. #sportsinclusion

Early birds who register get goodie bags, lunch & more! Sign up today! www.sportsfitnessfestival.com/rsvp

VR film produced by EQn Activation Film Studios.

#merdeka118precinct #kualalumpur #fitnessheroes #move8 #vr #vrwalk #insta360 #vrfilm #filmmaking #storytelling #jalansultan #oldkl #historicalkl

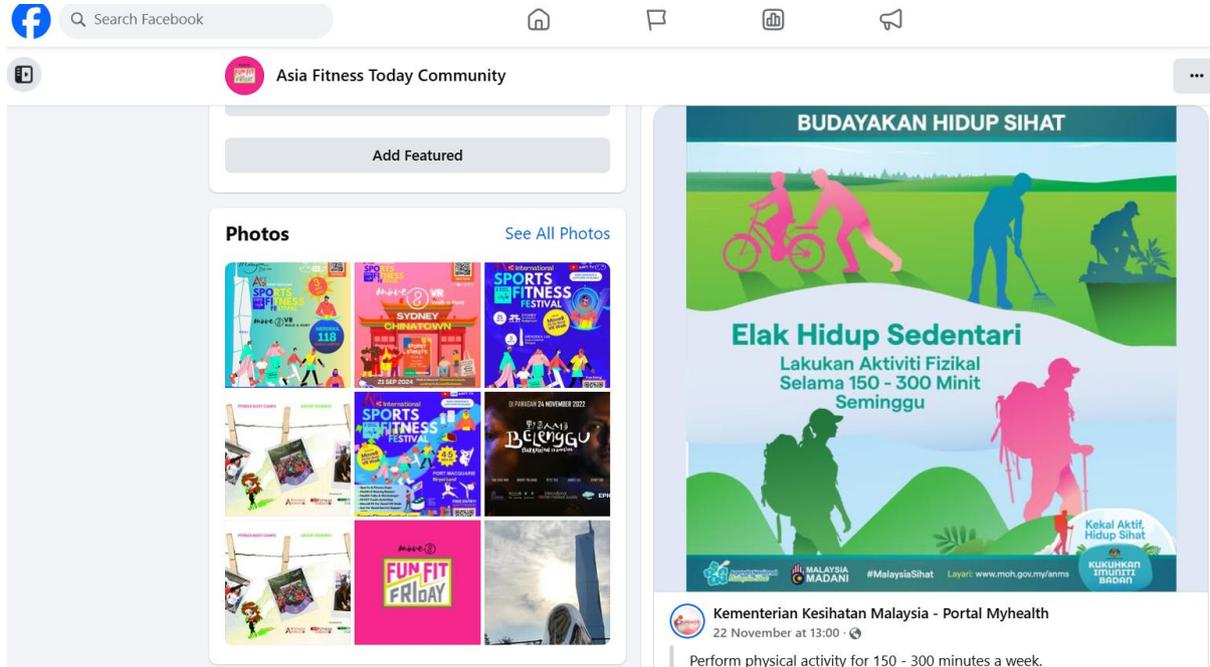
Liked by nikkifasia and 3 others
November 12

Add a comment... Post

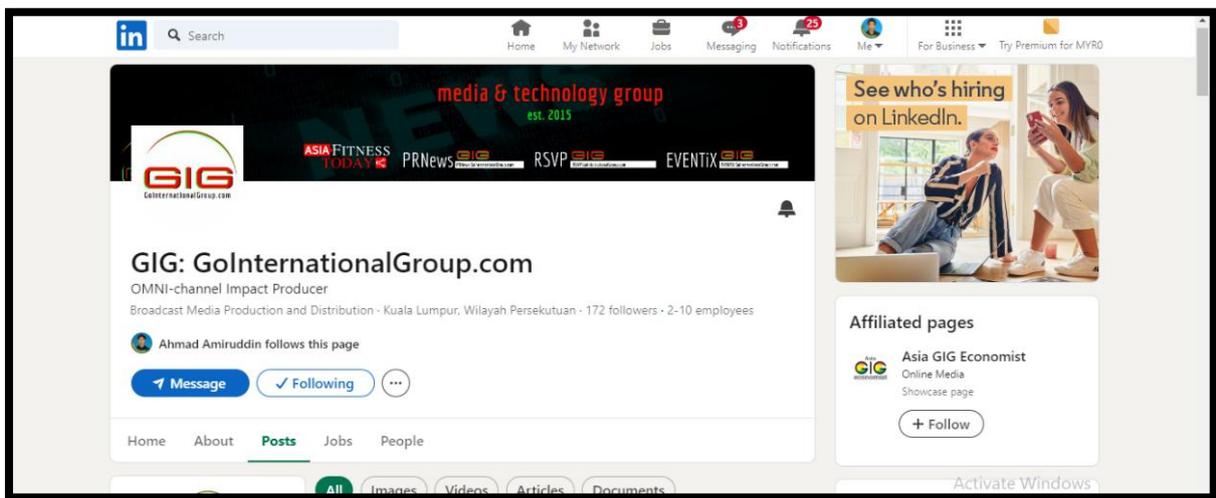
Go International Group Dotcom Instagram

[@gointernationalgroupdotcom](https://www.instagram.com/gointernationalgroupdotcom)

A Fitness Today Community Facebook Page



A Fitness Today Facebook Page



facebook

Email or phone Password Log In Forgotten account?



Asia Fitness Today Community
1.4K likes · 1.4K followers

Posts About Reels Photos Videos

Search Facebook

A Fitness Today News Network
Newsletter

Photos See All Photos



A Fitness Today News Network
1h · 



A Fitness Today News Network ▶ Move8 Walk-a-Hunt @ Merdeka 118 Precinct (3km)
1h · 

Book your visit to Kuala Lumpur and join us for this walking tour around the world's second tallest architectural marvel at the Merdeka 118 Precinct! RSVP and l... See more

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@aft-tv · 86 subscribers · 62 videos
@AFT-TV is the YouTube channel for A Fitness Today News Network, an independent org...more
aftnesstoday.com and 9 more links

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For You



Subscriptions

YouTube Channel <https://www.youtube.com/@AFT-TV>

Digital Posters (International Markets)

Malaysia Truly Asia

#SportsEquity #SportsInclusion

RSVP NOW

18 JAN 2025

AFT International SPORTS FITNESS FESTIVAL

678.9m

move8 VR Walk-a-Hunt

MERDEKA 118 PRECINCT KUALA LUMPUR

Register for a VIRTUAL show bag!

SportsFitnessFestival.com

VR WALK INCLUDES SIGN LANGUAGE & CAPTIONS

SUPPORTED BY

PNB Merdeka Ventures thinkCITY

PURPOSE PARTNERS



MEDIA PARTNER

A FITNESS TODAY

A MULTIMEDIA PRODUCTION BY



Approved Poster Move8 Walk-a-Hunt @ Merdeka 118 (International Truly Asia) with new dates

Printed Posters (Domestic Markets)

#SportsEquity #SportsInclusion

cuti-cuti MALAYSIA®

AFT International
SPORTS FITNESS FESTIVAL

18 JAN 2025

move8 VR Walk-a-Hunt

678.9m

JOM JALAN2 MENEROKAI

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A FITNESS TODAY

A MULTIMEDIA PRODUCTION BY



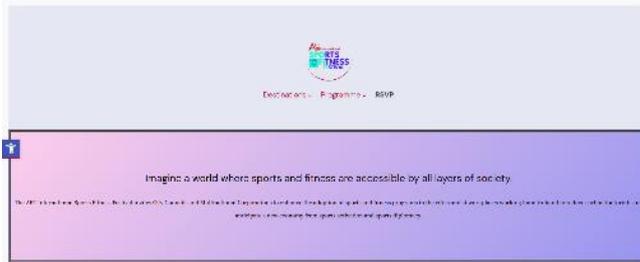
Poster Move8 Walk-a-Hunt @ Merdeka 118 (Domestic – Cuti Cuti Malaysia)

Email Marketing:

- List email / PIC of corporate companies
- Send letter of invitation, event deck and registration RSVP links
- Highlight the uniqueness of the event and Merdeka 118
- Email blast to our database (3,000 names)
- Event Secretariat Hotline

Website:

- Dedicated website created www.sportsfitnessfestival.com with RSVP registration form, news releases, images, FAQs.
- Include a dedicated page to promote Merdeka 118 Precinct:
<https://sportsfitnessfestival.com/malaysia/merdeka-118/>



Tourists and locals invited for an iconic challenge circumnavigating world's second tallest tower, Menara Merdeka 118 precinct on 18 January 2025



The website posts articles, photos and videos for the Move8 Walk-A-Hunt @ Merdeka 118, offering comprehensive details about the event, options for registering, and promotional material. This website acts as the main source of information about the event, making it simple for prospective participants to find out more and register. Further updates to the website have created a dedicated page for Merdeka 118 Precinct.

Move8 Walk-a-Hunt @ Merdeka 118 page:
<https://sportsfitnessfestival.com/malaysia/merdeka-118/>



Welcome to an exhilarating walk, circumnavigating Menara Merdeka 118, the second tallest tower in the world at 679-metres. Merdeka 118 precinct will be Kuala Lumpur's newest iconic district to host the Move8 VR Walk-a-Hunt.

Explore iconic landmarks along a 3KM route in your own leisurely time, while discovering local businesses and learning about their stories while circumnavigating the world's second tallest tower at 678.9-metres! **Menara Merdeka 118** is Kuala Lumpur's latest iconic architectural marvel can be seen from almost every corner of the city.

This edition of the **Move8 Walk-a-Hunt** is presented by **Tourism Malaysia** and is supported by **PNB Merdeka Ventures Sdn. Berhad** and **ThinkCity**. An inclusive event, participants can walk in-person or join by watching a VR 360° film.

- [Download Map & Guide to Kuala Lumpur](#)
- [Visit Tourism Malaysia Website](#)
- [Visit Merdeka 118 Website](#)
- [Visit ThinkCity Website](#)

Media Launch

- TBA

Move8 Walk-a-Hunt @ Merdeka 118 Precinct

Sponsors' Logos on Website



Offline Channels:

Print Advertising & Guerilla Marketing:

- Ongoing – Connect with local businesses along Jalan Panggong, Jalan Hang Lekir, Jalan Sultan, Jalan Petaling, Jalan Hang Jebat and surrounding areas to inform them about the upcoming event, explore their participation.
- 15 December 2024 - Poster and flyers distributed in Merdeka 118 precinct areas for the local community to build awareness.
- 15, 16, 17 December 2024 - Collaborate with local businesses to display posters to attract spending by participants and passers-by
- 20, 21, 22 December 2024 - Distribute flyers in high traffic areas throughout the Klang Valley
- 23, 24, 25 December 2024 - Highlight key event features enticing readers to visit the website for more information.

Partner Collaborations:

- 18 January 2025 - Promotion: Partner with local businesses surrounding the Merdeka 118 areas, restaurants and cafes to offer deals to event participants.

Public Relations (PR) Activities:

- Press Releases: Write and distribute press releases to newspapers, radio stations, and other online media.

Event Partnerships and Sponsorships:

- Brand Partnerships: Identify and approach brands that align with the event's theme for partnership opportunities.
- Sponsorship Packages: Create sponsorship packages offering different return of investment based on the packages.

Community Engagement:

- Schools, Sports and Recreational Clubs: Collaborate and send invitation letters, fact sheets and other relevant information.
- Local Shop Businesses: Send out flyers to retail businesses in the Merdeka 118 precinct, Kuala Lumpur city.

Measurement and Analysis:

- Data Collection: Track online engagement, registration numbers, and participant demographics.
- Feedback: Collect feedback from participants through surveys and social media to understand their experience and gather suggestions for improvement.

Criteria for Participant Selection:

The event is designed to be inclusive and accessible to all, with the following participant selection criteria:

- Inclusive Participation: Available to everyone, regardless of ability. To ensure that the event is inclusive, participation from people with special needs is included.
- Gender Equality: Accepts both genders. Ensuring gender parity guarantees a welcoming atmosphere and equitable participation opportunities for all participants. We also seek to ensure the environment is safe for women and children.

- Age Diversity: Suitable for people of all ages. The event is intended for a wide age range.
- Skill Levels: All skill levels are welcome to participate. This makes it possible for individuals with different levels of expertise and experience to participate, adding to the event's excitement and challenges.

Participation Fee Structure:

The participation fee structure is tiered to accommodate different groups:

- Community participation: Free of charge community participation is designed to promote wide local involvement. This guarantees that everyone in the community, regardless of financial situation, can attend the event.
- Corporate Participation: Packages start from only RM 5,000 for a 20-person group for the Corporate Move8 Team that will be matched with Persons with Disabilities. This extends the corporation's Corporate Social Responsibility (CSR) efforts for the community. The funding supports the event so that it can continue to grow sustainably.

Collaborators:

The event has garnered support from a diverse range of collaborators, including:

- Government and Quasi-Government Linked Corporations: Tourism Malaysia, MRT/LRT, RTM, MDEC, Kementerian Kesihatan Wilayah Persekutuan Kuala Lumpur dan Putrajaya (Health Ministry) and DBKL (City Hall of Kuala Lumpur).
- Financial Institutional Partners: Banks such as Maybank.
- Local Business Members: Members from Malay College Old Boys Association (MCOBA), Bukit Bintang KLCC Retailers' Association (BB-KLCC), Exercise is Medicine Society Malaysia (EiMM) and American Universities Alumni Malaysia (AUAM).
- Non-profit Organisations, Sporting Associations and Educational Institutions: Nationwide sporting associations and TVET/skills training institutions. Collaboration is crucial to ensure broad engagement and provide the necessary support for the event's success. We welcomed My Skills Foundation from Taiping (Perak), Home of Peace KL, Second Chance Animal Society, CanSurvive Malaysia and others.

Final Budget Breakdown

Item	Total Cost (RM)	Grant Award Utilisation	Co-funding from Other Potential
Venue Rental	17,000.00	Sponsored by PMV	N/A
Buildup & Setup	15,000.00	5,000.00	10,000.00 Jointly sponsored by Willpower Canopy Sdn. Bhd. and Jabatan Kesihatan Wellness on Wheels mobile truck with pop-up stage
Promotion, Publicity & Advertising	18,000.00	9,000.00	9,000.00 Sponsored by Go International Group Dotcom's media unit PRNewsGIG and AFitness Today News Network
Hospitality & Other Services	55,500.00	8,000.00	47,500.00 Various sponsors-in-kind including Berjaya Starbucks Coffee, The Lankan KL, Dream Café, Jasa Bumi Catering and Emma & Widiyanto.
Manpower	8,000.00	8,000.00	N/A
Content Production	28,500.00	N/A	28,500.00 Borne by Go International Group Dotcom Pty. Ltd. Australia in a co-production.
Participant Fulfilment	4,500.00	N/A	N/A
Management & Licensing	10,000.00	N/A	N/A Waived
Grand Total (RM)	156,500.00	30,000	126,500.00

Conclusion

Move8 Walk-A-Hunt @ Merdeka 118 made a substantial impact on the precinct's economic development, cultural promotion, and community involvement. With innovative partnerships, creative strategies, and focused promotion, we believe the next edition will keep building on the outcomes and we will accomplish more impactful goals which have a long-lasting effect on attendees and the neighbourhood.

We value your continuing support and encouragement.

Thank you.