

Kenny Rogers Chicken Run 2014

The annual Kenny Rogers Chicken Run organized by Berjaya Roasters Bhd was held for the 10th consecutive year on the 18 May 2014 when it did successfully gather few thousands of runners from all ages came together at Sunway Lagoon.

As a supporting partner of the event, Sports Toto contributed items worth RM9,000 comprising Singer electrical goods as well as other smaller gifts.

The run was flagged off at 8.15am by Datuk Francis Lee, Berjaya Roasters executive director, Ms. Lee Sinje, Malaysia's very own international celebrity and co-founder of Little Yellow Flower Education Foundation as well as Ms. Loo Yise, Malaysian renowned composer-singer cum artist and volunteer of Little Yellow Flower Education Foundation. All participants competed in the pre-designated routes of 4.8km and 2.8km respectively.

Unlike other running events, the Kenny Rogers Chicken runners need to balance the eggs on the cones while running on the designated routes around the Sunway Pyramid area.

All participants were given freebies worth over RM100 each which included an exclusive ROASTERS Chicken Run T-Shirt, a Kenny's Quarter Meal voucher, a Sunway Lagoon entrance ticket and some goodies.

As usual, all proceeds from the participants will go towards the Little Yellow Flower Education Foundation, a charitable body which offers underprivileged children the opportunity for a better future through love, happiness, good nutrition and better education.

2014 年肯尼罗杰斯烤鸡欢乐竞跑赛

成功罗杰斯有限公司今年第 10 度于 2014 年 5 月 18 日，在双威水上乐园举行肯尼罗杰斯烤鸡欢乐竞跑赛，成功吸引了数千名来自各年龄层的参赛者。

身为这项活动的支持伙伴，多多博彩赞助了总值 9000 令吉的胜家用电器产品以及其他精美礼品。

这项赛事是在上午 8 时 15 分，由成功罗杰斯执行董事拿督李国全、扬名国际的大马女艺人兼小黄花教育基金会联合创始人李心洁小姐以及大马著名创作歌手与艺人兼小黄花教育基金会志工罗亿诗小姐共同主持扬旗仪式。所有参赛者皆成功完成预先规划好的赛程，即 4.8 公里和 2.8 公里。

不同于一般的竞跑赛，参赛者们在双威金字塔区的指定路线竞跑的同时，还必须平衡手握冰淇淋甜筒上的鸡蛋。

每名参赛者都免费获得总值超过 100 令吉的精美礼品，当中包括罗杰斯烤鸡欢乐竞跑专属 T 恤、肯尼罗杰斯烤鸡餐券、双威水上乐园入门券和其他精美礼品。

如往年般，所有筹得的款项将悉数捐给小黄花教育基金会。该基金会是一家为弱势儿童提供关爱、欢乐、良好营养和教育的慈善机构。