



**THE REAL LIFE
COMPANY**

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Real change to health begins at
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Media Release

FOR IMMEDIATE RELEASE

Battle of the AIA Vitality Bento Sets

Singapore, 29 March 2014 – Following the launch of AIA Vitality last July, AIA Singapore brought their wellness programme to the streets today, as a continuation of the company's effort to encourage healthy living and drive awareness for the importance of preventive care. Families across generations turned up at the United Square Atrium to watch the AIA Vitality Bento-Making Challenge as five mummy bloggers battled it out to prepare the most creative bento set for their kids, using healthy food ingredients bought from Cold Storage.

Ms Melita Teo, Chief Corporate Solutions Officer of AIA Singapore, said, "We are heartened to see the overwhelming turnout at the event as it goes to show that Singaporean families are motivated to live and eat healthily. As The Real Life Company, we recognise the multi-faceted challenges that parents face today, which is why we have chosen these five mummy bloggers, some of whom are working mothers and stay-at-home mothers, to advocate that healthy eating should be nurtured from young. Through our AIA Vitality HealthyFood™ Benefit partnership with Cold Storage, we hope to make healthy food more accessible and identifiable so that families can live healthier and fuller lives."

Shoppers were also treated to other fun and educational activities as part of the Cold Storage Kids Run Roadshow. This was a prelude to the Cold Storage Kids Run, which will take place on 18 May 2014 at The Meadow, Gardens by the Bay. Registrations are now open and parents may register their kids online at www.kidsrun.com.sg.

Photos to be credited to AIA Singapore



Mummy bloggers putting together their healthy and creative bento sets.



**Mummy bloggers presenting their finished bento sets.
(Left to Right: Adora Tan, Dominique Goh, Regina Soejanto-Moo, Summer Goh, Shermeen Ching)**



Mummy bloggers and their children at the end of the AIA Vitality Bento-Making Challenge. (Left to Right: Adora Tan, Dominique Goh, Regina Soejanto-Moo, Summer Goh, Shermeen Ching)



Summer Goh, winner of the AIA Vitality Bento-Making challenge together with Melita Teo, Chief Corporate Solutions Officer of AIA Singapore. (Left to Right: Summer Goh and her daughter, Melita Teo)