



MEDIA RELEASE

Sunday, 3rd March 2024

BDB CHALLENGE ENDURANCE SPORT SERIES RETURNS

ALOR SETAR - BDB Challenge 2024 organized by Bina Darulaman Berhad (BDB) is back offering three series of events for those looking to test their resilience, as well as physical and mental strength.

Mr. Zawawi Wahab, representing the BDB Group Executive Director, Raja Shahreen Raja Othman, said that the BDB Challenge 2024 is a continuation of the previous BDB Triple Challenge events held in 2016 and 2017, as well as the BDB Challenge 2018.

According to him, BDB Challenge 2024 will be different with the introduction of three new extreme sports events this time around: BDB Langkawi Climb (June 28th and 29th, 2024), BDB Jitra Duathlon (July 26th and 27th, 2024), and BDB Jitra Half Marathon (November 29th and 30th, 2024).

"BDB Challenge 2024 is expected to attract various extreme sports enthusiasts, where this time they can participate in various disciplines such as climbing, cycling, and marathon running.

"For each of these three events, BDB aims to attract 500 participants for BDB Langkawi Climb and BDB Jitra Duathlon, and 2,000 participants for BDB Jitra Half Marathon, which already has its own dedicated followers.

"Furthermore, with BDB Challenge 2024, we also aim to reintroduce Darulaman Sanctuary in Lubuk Semilang, Langkawi, which is an ecotourism destination to the public, while promoting a healthy lifestyle, especially among Malaysians," he said.

He made these remarks after attending the Launching Ceremony of BDB Challenge 2024, officiated by the District Officer of Kubang Pasu, Muhamad Mahazi Ibrahim, at Darulaman Park, Bandar Darulaman, Jitra, Kedah.

Present at the event were the President of the Kubang Pasu Municipal Council, Badrulhisham Sulaiman, the Chief of the Jitra Police Station, ASP Radzi Md Isa, and the Chief of Traffic Police for the Kubang Pasu District, ASP Muhammad Juhaisam Jusoh.

BDB always aligns its business strategic planning with the Kedah Development Plan 2035 (PPK 2035) to ensure it reaps the benefits in line with the planned aspirations.

He emphasized that one of the core principles of PPK 2035 is Core 3 regarding social inclusivity and culture. One of the strategies within this aspect is to strengthen social integration, moral values, and an active and healthy lifestyle.

To achieve the goals of Core 3, BDB strives to assist the State Government through organizing sports events such as the BDB Challenge 2024 as one of the initiatives to ensure that the people of Kedah, in particular, adopt a healthy lifestyle.

"A mentally and physically healthy population will undoubtedly lead to higher productivity, thus helping propel the State of Kedah towards achieving its set targets by 2035," he concluded.

ABOUT BINA DARULAMAN BERHAD

Bina Darulaman Berhad (BDB) was established on 7 February 1995 and is listed on the Main Board of Bursa Malaysia Securities Berhad. BDB is an investment holding company that is responsible for township development, construction, road building, quarrying, leisure, and renewable energy via its subsidiaries in Kedah, namely, BDB Land Sdn. Bhd., Kedah Holdings Sdn. Bhd., BDB Synergy Sdn. Bhd., BDB Infra Sdn. Bhd., BDB Leisure Sdn. Bhd. and BDB Energy Sdn. Bhd.