KUTIPAN DANA KEBAJIKAN
RM121,250.00
YAYASAN UMPSA
LARIAN AMAL
WARRIOR CHALLENGE
YAYASAN UMPSA X MAMEE
KUTIPAN DANA KEBAJIKAN
RM121,250.00

Campus Life

Yayasan UMPSA x Mamee Warrior Challenge Charity Run Successfully Raises RM121,250 for Student Welfare

11 August 2026

PEKAN, 6 June 2026 – The Yayasan UMPSA x Mamee Warrior Challenge Charity Run recorded an impressive success, attracting 1,500 participants comprising Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) students, university staff, school students, and members of the public from various backgrounds.

The programme, held at UMPSA Pekan Campus, was organised with the primary objective of raising funds to support various welfare, educational, and holistic development initiatives for UMPSA students, while promoting a healthy lifestyle and fostering a spirit of volunteerism and social responsibility among the community.

The event was officiated by the Peramu Jaya State Assemblyman and Chairman of the Pahang State Investment, Industry, Science, Technology and Innovation Committee, Dato' Mohammad Nizar Dato' Sri Mohamad Najib.

Also present were Yayasan UMPSA Board of Trustees Member, Datin Nur Sharmila Shaheen; Director of Islamic Affairs and Government Relations, Mamee-Double Decker (M) Sdn. Bhd., Ahmad Syukry Ibrahim; Deputy Vice-Chancellor (Academic and International), Professor Ts. Dr. Kamal Yusoh; Chief Executive of Yayasan UMPSA, Mohd. Jamil Ja'afar; and Programme Manager of the Yayasan UMPSA x MAMEE Warrior Challenge 2026, Meor Iskandar Fahmi Meor Shamshul Baharin.

Dato' Mohammad Nizar congratulated the organisers on organising the programme under the 'Run While Donating' concept to raise funds for the benefit of students.

"I am very proud of UMPSA's achievements, which have contributed significantly to development in Pekan, particularly in robotics education involving school students, tuition programmes, livestock technology, and various other initiatives for the community," he said.

Meanwhile, Datin Nur Sharmila said that through the programme, Yayasan UMPSA successfully raised RM121,250.00 through contributions from various agencies and strategic partners that remain committed to supporting the development of national education.

"Among the contributors were Takaful Malaysia, Public Islamic Bank, UMPSA Advanced, Malaysia-China Kuantan Industrial Park (MCKIP), Kuantan Port Malaysia, Pahang Agricultural Development Board (LKPP), Yakult, CT Cafe, Cafe Zul, and Rozita Cafe.

"The funds raised will be channelled into various student welfare programmes, including financial assistance for students in need, living support, and funding for students' academic and personal development programmes.

"Every step, every drop of sweat, and every participation contributes directly towards strengthening the student welfare fund and Yayasan UMPSA's education endowment fund," she said.

For the record, in 2025 alone, Yayasan UMPSA distributed RM2.2 million to safeguard the welfare of UMPSA students.

As a sign of its commitment to ensuring more inclusive access to higher education, UMPSA allocated RM200,000.00 to assist new students from B40 families in need.

The assistance is expected to alleviate the financial pressure faced by students and their families as they begin their academic journey at the university.

The programme also involved the active participation of Yayasan UMPSA scholarship recipients, who served as members of the programme organising committee.

Their involvement provided them with the opportunity to gain hands-on experience in event

management, leadership, communication, and teamwork.

The programme also received an encouraging response from schools around Pekan, with participating school students receiving state-level recognition certificates, further strengthening strategic relations between UMPSA and educational institutions while encouraging younger generations to participate in sports- and charity-based activities.

The uniqueness of this year's programme was further highlighted through strategic collaboration with Mamee, one of Malaysia's leading local product brands.

The collaboration demonstrates the industry sector's commitment to supporting the higher education and student welfare agenda through financial contributions and sponsorship of various programme requirements.

In addition, the Warrior Challenge concept provided participants with a different experience as they not only took part in the run but also had to complete six challenge checkpoints that tested their physical endurance, fitness, and mental resilience.

Participants also received various souvenirs and sponsored products from Mamee, adding to the excitement of the event.

The successful organisation of the Yayasan UMPSA x Mamee Warrior Challenge Charity Run demonstrates that close collaboration between Yayasan UMPSA, industry, students, and the community can create a significant impact on educational development and student welfare.

The event also featured an exchange of a memorandum of understanding (MoU) between Yayasan UMPSA and Mamee-Double Decker (M) Sdn. Bhd. to strengthen strategic collaboration in various

areas that benefit students and the community.

By: Siti Nur Azwin Zulkapri, Centre for Corporate Communications
Translation by: Ts. Dr. Rozaimi Abu Samah, UMPSA Press

- 44 views

View PDF