

Promoting the adoption of healthy lifestyle habits and protecting your health

Multicare promotes first Multicare Vitality Run

With the presence of the ambassadors Isabel Silva, Nélon Évora and Helena Isabel, the initiative takes place at the Jamor Sports Centre on October 10, when World Mental Health Day is celebrated, with the aim of raising awareness of the practice of sports and its benefits for both physical and mental health. The amount raised with the entries reverts to the "Manicómio" association, a space for artistic creation where art intersects with mental health and human rights.

Lisbon, September 29, 2021. Multicare, Fidelidade's health insurer, will hold the first Multicare Vitality Race, at the National Sports Centre in Jamor, to mark World Mental Health Day, which is celebrated on October 10. The initiative, which promotes sports for a healthy life, has a charitable purpose, reverting to the "Manicómio" association.

Promoting the importance of adopting healthy lifestyle habits and contributing to greater health prevention, the first Multicare Vitality Run challenges participants to cover 5km at a jogging pace or on a walk, together with Vitality ambassadors. The event will have three starts and each one will have the participation of an ambassador: run, at 10h00 with Isabel Silva; run at 10h05, with Nélon Évora; and walk at 10h10, with Helena Isabel.

As one of the fundamental principles in the prevention of mental health is the balance between physical and psychological well-being, and at a time when society is increasingly recognising and valuing the importance of mental health, the Multicare Vitality Race also aims to mark World Mental Health Day – October 10.

According to Ana Rita Gomes, director of Multicare's Project Development Office, "By associating the Multicare Vitality Race with World Mental Health Day, we want to remember the importance of physical exercise in well-being, energy levels, sleep quality and also in the prevention of chronic diseases as well as mental illnesses, a fact that should be highlighted. In addition to promoting this awareness, Multicare rewards its clients for practicing physical exercise and adopting a healthy lifestyle through the Multicare Vitality program.

Registration for the race can be made at [MulticareVitality](#) and has a symbolic cost of 5 €, which reverts in its entirety to the "Manicómio" association, an artistic creation space where art intersects with mental health and human rights that has resident artists who have experienced or are experiencing mental illness in Lisbon.

The first Multicare Vitality Race is organised by HMS Sports, ensuring compliance with all the Safety Rules in force.

About Fidelidade

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal, with a total market share of 25.5% in 2019, and is present in Angola, Cape Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay and Chile.

With 2.3 million customers in Portugal and more than 7 million worldwide, Fidelidade conducts its activity with a "Customer Centric Approach" strategy and, through a distribution network and channels of high size and capillarity, guarantees consumers an integrated and personalized experience, regardless of the channel used.

Fidelidade is guided by values that have always defined it: experience, innovation, overcoming obstacles and proximity, and this year it has already been re-elected Consumer Choice in the category of "Insurers", "Trusted Brand" and Most Reputed Insurer in Portugal.

Supporting the development and construction of a sustainable society is an essential part of its Social Responsibility policy, which is embodied in the Fidelidade Comunidade (Fidelidade Community) Programme, which distinguishes entities working in the areas of ageing, health prevention and inclusion of people with disabilities.

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