



Press release 22<sup>nd</sup> May 2014

## TIGER BALM PARTNERS WITH BORN FREE FOUNDATION TO HELP THE PLIGHT OF THE TIGER

The internationally well-known brand, Tiger Balm, has joined forces with the Born Free Foundation to help endangered tigers, of which there are only 3,500 left worldwide. The 'Born to Run' campaign created by Tiger Balm, the brand whose heritage and ethos is based on the strength and vitality of tigers, and supported by the international wildlife charity, will work towards preventing wildlife poaching - especially the illegal trade in tiger parts.

To mark the launch of the partnership, Artist Emma Fay has created a stunning image of a tigers head. If you look closely, the majestic face is created from body painted models. The image, made out of human parts of the body, has been created to raise awareness of the tiger facing extinction, specifically focussing on the illegal trade of animal body parts.

To kick start the campaign, 150 runners in tiger suits is being created to take part in the British 10K, July 13<sup>th</sup>. The 'Born to Run' Team Tiger Balm will be fronted by TV presenter Michaela Strachan with all participants dressed as tigers to raise money for the Born Free Foundation. Tiger Balm Red, the brand's topical painkiller for muscular aches and pains, and every runners friend, has sponsored the British 10K since 2012, helping the runners to not just compete, but to compete with confidence.

Michaela Strachan says of her involvement; "I'm passionate about the conservation of animals so being asked to run as part of the Born to Run campaign at this year's British 10K was an easy decision. I'm really excited to train for this race and run with over 149 other runners in the 'Born to Run' Team Tiger Balm."

Mr AK Han, Director of Haw Par Corporation comments; "The founder of Tiger Balm left China in the 1870's for Rangoon, Myanmar, to start his shop selling Chinese medicines including ointment. It was his son, Aw Boon Haw, who named the Ointment after himself as his name means gentle tiger. He adopted the leaping tiger logo to symbolise strength and vitality. Being internationally famous for its relief of aches and pains, it is befitting for Tiger Balm to partner Born Free Foundation in its efforts to raise funds and awareness of the plight of the tiger. Tiger Balm has sponsored the British 10K race as a great way for people to stay healthy and active and to support the Born Free Foundation."



To win a place on the 'Born to Run' Team Tiger Balm team raising money for Born Free Foundation please log onto [www.facebook.com/TigerBalmUK](http://www.facebook.com/TigerBalmUK) or to donate please go to <http://www.justgiving.com/TigerBalm>

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For more information or high resolution photography please contact Laura Bruce on [lbruce@thisispegasus.co.uk](mailto:lbruce@thisispegasus.co.uk) at Pegasus on 01273 712000

**Notes to editors:**

**History of Tiger Balm**

Tiger Balm is a licensed medicine manufactured by Haw Par Healthcare in Singapore.

Tiger Balm owes its origins to a soothing herbal balm that was prepared to effectively relieve the aches and pains of Chinese Emperors. It was first developed in the 1870s by Aw Chu Kin, a Chinese herbalist who worked in the Emperors Court and went onto Rangoon to set up a small medicine shop where he prepared and sold this special remedy.

When he died, Aw Chu Kin passed his eastern wisdom onto his two sons Aw Boon Haw and Aw Boon Par who brought it to Singapore and sold the soothing balm to surrounding countries and named it Tiger Balm - an anglicised version of Haw's name, the tiger, and synonymous in the East with strength and vitality.

The unique herbal formulation of Tiger Balm uses the healing properties of natural active ingredients, Camphor, Menthol, Cajuput Oil and Clove Oil and is available in two variants. Tiger Balm White, with the comforting aroma of Mint Oil, which is recommended for the treatment of tension headaches and Tiger Balm Red, which also contains Cinnamon Oil, to provide temporary and targeted relief of muscular aches and pains.

The distinctive leaping tiger logo was created by Boon Haw (whose name means gentle tiger) and remains the trademark of the brand. Tiger Balm comes in a distinctive hexagonal handy sized jar and its unique formulation has been tried and trusted for 100 years and is now sold in over 100 countries worldwide.