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The newly appointed Igloo brand ambassadors, Shahrom (left) and Khairil (right) flanking (from left) Nur Qamarina, Malek Noor and Radhakrishnan at the press conference on their appointment.

Endurance duo picked as envoys

Outdoor company chooses Khairil and Shahrom for their willpower and strength

NATIONAL endurance specialists Khairil Aslan and Shahrom Abdullah have been appointed as the Igloo brand ambassadors.

Universal Fitness and Leisure (UFL), the distributors of Igloo brand in Malaysia, made the announcement at an event to celebrate UFL's partnership with Aeon Malaysia.

UFL managing director Datuk V. Radhakrishnan said they have always been at the forefront of endurance challenges in Malaysia.

"It is the spirit of both Khairil and Shahrom that we admire most. It resonates with what we as an outdoor company stand for; sheer willpower and strength of mind. We believe this is the recipe for success.

"As brand ambassadors of UFL and now Igloo, both Khairil and Shahrom have undisputed support from UFL covering all their outdoor adventure needs," said Radhakrishnan.

Khairil, who hails from Perak conquered the Three Peaks in the Himalayas averaging 6,300 meters each in height.

This year, he is preparing for an expedi-

tion to conquer, what is known globally as the Grand Slam, an endeavour to complete scaling seven of the highest summits in the world coupled with expeditions to the North and South Pole.

"UFL's support thus far has been instrumental to my development as a national explorer. Now as an Igloo brand ambassador I will do UFL proud by flying their flag high when I reach the summit of each successful expedition," said Khairil.

Khairil will set a new record by trying to achieve this feat in one year. If he succeeds, he will be the first Asian and Malaysian to do so.

Shahrom, a natural athlete, is a local professional duathlete and the first Malaysian to cross Antarctica from Messner to the South Pole by ski within 37 days.

One of his most recent achievements includes winning the Powerman Duathlon held in Putrajaya recently.

Aeon Malaysia managing director Nur Qamarina Chew and Yakeb chairman Datuk Abdul Malek Noor were also present at the launch.