**MEDIA RELEASE**

**MEDSHIELD RETURNS TO THE SUNCOAST ECR BIG WALK 2025 ON 18 MAY**Promoting health, wellness, and community spirit as Your Partner for Life

**DURBAN, 15 MAY 2025 – The Suncoast ECR Big Walk 2025 is back on 18 May, bringing over 20,000 walkers to the Durban promenade to celebrate fitness, fun, and community. As an official registration partner, Medshield Medical Scheme is again championing health and wellness under the banner *Your Partner for Life* – with exciting fitness activations, digital health screenings, and interactive competitions to energise the event.**

This year’s event, themed once again as “Walk Your Way”, encourages individuals of all ages and fitness levels to participate in their wellness journeys at their own pace. Whether it’s a stroll with family, a solo moment for mindfulness, or an energetic walk among friends, the 2025 Big Walk offers something for everyone.

“We are honoured to continue our partnership with East Coast Radio for the Big Walk,” says Setsooto Sihawu, Executive: Marketing and Corporate Communiciation at Medshield. “This event is about more than just physical fitness, it is about connection, joy, movement and being part of something bigger than yourself. As a medical scheme that truly believes in accessible, preventative healthcare, we’re thrilled to support this initiative that brings the KZN community together around shared values of wellness and vitality.”

**All roads lead to the promenade**

Held along Durban’s breathtaking beachfront, the Big Walk has long been a staple on the city’s social calendar, with participants travelling from across the province and country to participate. The 2025 event is no different, with thousands expected to gather for a morning filled with fun, laughter, sweat and community celebration.

In 2024, Medshield elevated its involvement by providing on-site health screenings and an energetic presence at the finish line – and this year, that activation is going even bigger. From interactive booths to wellness checkups, digital engagement and fitness-focused entertainment, Medshield curates a holistic experience for participants throughout the race weekend. Whether you’re a Medshield member or not, there will be something to engage, excite and energise you.

A key highlight making a return in 2025 is the electric energy of Mapule Ndlovu, South Africa’s Queen of Fitness and the official Medshield Movement Ambassador. Last year, Mapule’s dynamic warm-up and cool-down sessions were a huge hit with participants, drawing large crowds who danced, stretched, and laughed into the Big Walk spirit.

“There’s nothing like the Big Walk vibe – the energy is real, the people are incredible, and to be part of something that gets a whole city moving? That’s magic,” says Mapule. “I’m so excited to be back with Medshield, leading the movement again in 2025.”

Known for her infectious personality, disciplined fitness routines and passion for making health fun, Mapule is a natural fit for the Medshield Movement campaign, which promotes wellness through accessible, at-home workouts, meal plans, expert advice and more. Participants can catch her on stage before and after the walk, guiding the community through a vibrant, energised movement session that perfectly sets the tone for a wellness day.

**Registration days**

Registration for the 2025 Big Walk will occur from 15 to 17 May at the Suncoast Dome, where Medshield will once again activate an engaging and supportive presence for all attendees.

As part of its preventative health strategy, Medshield will offer free health screenings in partnership with ABBY Health, a leader in smart, AI-powered health tech. These screenings are non-invasive, quick, and highly informative, providing real-time data on key health indicators such as:

* Weight, height, BMI and body fat percentage
* Blood pressure, pulse, and oxygen saturation
* Metabolic rate, body water levels, and protein mass
* 10-year cardiovascular risk score
* Diabetes and smoker status, among others

These tools allow individuals to better understand their health status and make informed choices — no appointment needed and no waiting in queues. The screenings are open to everyone and underscore Medshield’s commitment to accessible wellness solutions for all South Africans.

**Big prizes and big fun with Medshield**

In the build-up to the East Coast Radio Big Walk and across race weekend, Medshield is turning up the excitement with social media competitions and on-site activations to get you moving, sharing, and winning.

Up for grabs? Exclusive vouchers from Sportsman’s Warehouse and Takealot, plus spot prizes to keep you inspired and on the move.

To enter, simply share your race pack collection or race day moments, tag @MedshieldSA on Instagram or Facebook, and use the hashtags #MedshieldPartnerForLife and #ECRBigWalk.

And don’t miss the Push-Up for Health Challenge at the Medshield booth! The participant who completes the most push-ups by Saturday at 3PM will walk away with a R1,000 Sportsman’s Warehouse voucher.

Because at Medshield, we don’t just support your health — we celebrate your every stride!

**A walk that reflects a healthier future**

At its core, the Suncoast East Coast Radio Big Walk is about walking toward a healthier, more connected community, something that perfectly mirrors Medshield’s purpose.

Whether you’re walking to boost your fitness, support a cause, enjoy time with loved ones or simply to take in the ocean breeze, the 2025 Big Walk is your moment to move with purpose. It’s a reminder that wellness isn’t only about big milestones but small steps done consistently and joyfully.

With over 50 years of experience, Medshield is one of South Africa’s most trusted medical aid schemes, offering eight benefit options tailored to suit individuals, families, and corporates across all income levels. Our mission is simple: to enable access to sustainable, affordable, and quality healthcare. We partner with top providers, embrace technology and innovation, and empower members to live longer, healthier lives.

Medshield Movement, our online fitness and wellness hub, is free of charge to the public, offering workouts, recipes, articles and expert advice – because we believe wellness should be shared. Join us on the promenade. Join us on your health journey. Medshield is *Your Partner for Life*.

To register for the walk or learn more, visit [www.durbanbigwalk.co.za](http://www.durbanbigwalk.co.za). To get a quote for medical aid or explore Medshield’s wellness offerings, visit [www.medshield.co.za](http://www.medshield.co.za).

**FIN**

*>977 words<*

**EDITORS NOTES**

**FURTHER MEDIA INFORMATION AND INTERVIEW REQUESTS**

* Stone issues this release on behalf of the Medshield Medical Scheme.
* For media enquiries or interview requests, please contact Willem Eksteen, CEO of Stone or a media liaison member of the Stone team at [media@stone.consulting](mailto:media@stone.consulting) / 011 447 0168
* Alternatively, contact Lilané Swanepoel at Medshield at 010 597 4982 / [lilanes@medshield.co.za](mailto:lilanes@medshield.co.za)

**MORE INFORMATION ON THE 2025 MEDSHIELD BENEFIT OPTIONS AND CONTRIBUTIONS**

Benefits and Contribution amendments are subject to CMS approval.

Please refer to the 2025 Product Page on the Medshield website at <https://medshield.co.za/>.

You can review the benefit adjustments, and value adds and download the 2025 benefit guides by visiting <https://medshield.co.za/2025-products/2025-benefit-options/> or by scanning the relevant QR code:

|  |  |
| --- | --- |
| **Benefit package and descriptor** | **QR code to view more detail** |
|  |  |
| **PremiumPlus** provides mature families and professionals with unlimited hospital cover in a hospital of their choice, with In-Hospital Medical Practitioner consultations and visits paid at 200% Medshield Private Tariff, and the freedom to manage daily healthcare expenses through a comprehensive Personal Savings Account and extended Above Threshold Cover. c | A qr code with a white background  Description automatically generated |
| **MediBonus** provides mature families and professionals with unlimited hospital cover in a hospital of their choice, with In-Hospital Medical Practitioner consultations and visits paid at 200% Medshield Private Tariff, and the independence to manage daily healthcare expenses through a substantial Day-to-Day Limit. | A qr code on a white background  Description automatically generated |
| **MediSaver** is perfect for independent individuals and young professionals thinking about expanding their families. MediSaver offers unlimited hospital cover in the Compact Hospital Network, with the freedom to manage daily healthcare expenses through a generous Personal Savings Account. | A qr code on a white background  Description automatically generated |
| **MediPlus** provides middle to upper-income families with complete healthcare cover for major medical and daily healthcare needs. Unlimited hospital cover is provided through a choice of two hospital networks, Prime or the value-focused Compact Hospital Network. Daily healthcare expenses are covered through a generous Day-to-Day Limit. Benefits are identical in both categories, Prime and Compact, with care coordination and doctor referral mandated on MediPlus Compact. | A qr code on a white background  Description automatically generated |
| **MediCore** is ideal for healthy individuals looking for comprehensive hospital cover, with daily healthcare expenses self-managed. This option offers unlimited hospital cover in the Compact Hospital Network, with In-Hospital Medical Practitioner consultations and visits paid at Medshield Private Tariff 200%. Day-to-day healthcare expenses are self-funded. | A qr code on a white background  Description automatically generated |
| **MediValue** is the ideal option for growing families. It offers affordable cover for major medical and daily healthcare needs. Unlimited hospital cover is provided through a choice of two hospital networks, Prime or the value-focused Compact Hospital Network. Daily healthcare expenses are covered through a sizeable Day-to-Day Limit. Benefits are identical on both options, MediValue Prime and MediValue Compact, with care coordination and doctor referral mandated on MediValue Compact. | A qr code with a white background  Description automatically generated |
| **MediPhila** is ideal for families seeking first-time access to affordable private medical cover. As a MediPhila member, you have full cover for Prescribed Minimum Benefit (PMB) treatment plus R1 million per family for non-PMB In-Hospital treatment in the MediPhila Hospital Network. Coupled with this is Day-to-Day cover for your essential daily healthcare needs. | A qr code on a white background  Description automatically generated |
| **MediCurve** If you are tech-savvy, young and healthy, then MediCurve is the ideal first-time option for you! MediCurve provides generous hospital cover in the MediCurve Hospital Network combined with unlimited virtual Family Practitioner consultations and essential optical and dental cover through network providers | A qr code on a white background  Description automatically generated |

**MORE ABOUT MEDSHIELD MEDICAL SCHEME**

* You never know when you or your family member/s may require medical care or treatment, and most importantly, whether you will have funds available to cover the costs. Medshield is a healthcare fund where all members contribute to the fund every month to cater for medical coverage should the need arise. Medshield is a healthcare fund where all members contribute towards the fund monthly to cater for medical cover should the need arise.
* Medshield has been in operation since 1968, making us one of the most experienced, knowledgeable, and reliable medical schemes in South Africa. Our extensive experience in the healthcare sector guides our understanding of our members’ needs. Our excellent cover and benefits and the best quality systems and services have resulted in our exceptional size and strength.
* Each of our options offers affordably priced benefits. We continuously review and improve the range of benefits in each option to bring you what you need.
* We partner with our stakeholders to enable access to sustainable and **affordable quality healthcare** through innovative products and benefits.
* Our impeccable reputation of prompt payments to hospitals, doctors, pharmacies and other medical caregivers guarantees approval from service providers when you present your Medshield membership card.
* Our extensive partner networks place us in the perfect position to offer exceptionally competitive rates to our members.
* Medshield is well-represented throughout all nine provinces and provides seamless access to service providers in your area. Our geographical spread provides convenience if it becomes necessary for you to have a personal discussion with one of our experienced consultants. We also have a streamlined online claim submission system and immediate contact centre assistance, making it easier to manage your membership and claims from the convenience of your home or office.
* Another distinguishing factor is our extensive range of additional benefits and services. These benefits and services have been designed to give members additional support when needed, for instance, in an emergency or when suffering from a chronic or life-threatening condition.
* Compared with other medical schemes, our trustworthiness, impeccable history, and exceptional service guarantee that we come out tops!
* As the interface between the Scheme and our members, Medshield staff are the backbone of our customer service delivery. The successful delivery of service depends entirely on the calibre of our people.