**MEDIA RELEASE**

**MEDSHIELD EXTENDS PARTNERSHIP WITH TOP JOBURG HALF MARATHON**

**JOHANNESBURG – Leading medical aid provider Medshield has announced the renewal of its partnership with Pirates 21K, a race that has become an actual test of endurance, resilience and community spirit.**

Medshield has a long-standing connection with the Pirates 21K. It has been the official sponsor of the top race since 2018 and has remained so for the last seven years. The partnership has elevated the popularity of the race and entries keep growing remarkably year-on-year. The Pirates 21K takes place on Sunday, 16 February 2025, promising an unforgettable experience for runners and supporters alike.

"This long-standing partnership reflects Medshield's unwavering commitment to health, wellness, and active lifestyles. We want to inspire South Africans to live healthily, challenge themselves, and celebrate fitness*,"* said Kevin Aron, Medshield Principal Officer.

Known as Joburg's Toughest Half, nearly 4000 athletes are expected to take the traditional route over the picturesque Northcliff Hill, making it one of the most scenic half marathons in South Africa. The race promises a spectacular and memorable experience for both supporters and runners.

Leading up to race day, runners and visitors to the Pirates Club can take advantage of free Medshield health checks with the Abby Health Machines available on registration days. These quick and easy health screenings will help participants check key health indicators before they take on the challenge.

This year's Pirates 21K will showcase some of South Africa's most elite long-distance runners, including **Gerda Steyn** - three-time Comrades Marathon champion; record-holder **Irvette Van Zy**l -Two Oceans Marathon winner; distance-running powerhouse **Bongumusa Mthembu** -three-time Comrades Marathon champion and proud Medshield Ambassador; **Onalenna Khonkhobe,** last year's Pirates 21K champion and a Two Oceans Marathon winner; and **Emma Pallant** - a previous Pirates 21K champion and world-class endurance athlete.

Adding to the excitement, renowned South African musician J'Something will be at the Pirates 21K starting line, bringing his signature charisma and energy to the day's festivities.

In further support of the race, Medshield will host a fun and interactive challenge at the highest point of the race. This challenge is designed to test strength and celebrate fitness, catering to fitness lovers of all levels.

"It has never been more important to prioritise health. Through our continued partnership with the Pirates 21K, we celebrate the dedication and achievement of the athletes who inspire so many to live fuller lives and be healthier," said Aron.

Whether you're running, cheering, or tuning in, be part of this exciting celebration of fitness, community, and Medshield's commitment to empowering active lifestyles! Visit [www.medshieldmovement.co.za](https://eur02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.medshieldmovement.co.za%2F&data=05%7C02%7Cwillem%40stone.consulting%7C7f401687e18242f0f35408dd41f902cc%7Cb46c02c4c01e4548b75b700759978c7e%7C0%7C0%7C638739259934048384%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=YzKk0LOb9U6TOheiUb2LIqhlgxIaDdfs12OhTxpj3cs%3D&reserved=0) for expert tips, fitness advice, and more ways to stay active!

**FIN**

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**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:

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| --- | --- |
| **Benefit package and descriptor** | **QR code to view more detail** |
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| **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.