**"Walk your way" with Medshield at the 2024 Suncoast East Coast Radio Big Walk**

Promoting health, wellness, and community spirit as *Your Partner for Life*

**DURBAN, 21 May 2024 - The 2024 Suncoast East Coast Radio Big Walk is gearing up to unite the Durban community once again to celebrate health, fitness, and community spirit. With this year's theme, "Walk Your Way," the event promises an enriching experience for participants of all ages and fitness levels. Scheduled to take place on 26 May 2024, the Big Walk is a cornerstone event in Durban's social calendar, promoting a holistic approach to well-being.**

Kevin Aron, Principal Officer at Medshield, expressed his excitement about Medshield's enhanced role in this year's event, saying, "We are thrilled to be a part of the 2024 Suncoast East Coast Radio Big Walk and to contribute to the health and wellness of the KZN community. This event is more than just a walk; it celebrates vitality and community spirit."

Medshield's participation in this year's Big Walk goes beyond previous years, reflecting the organisation's commitment to promoting health and wellness. Under their official banner, *Your Partner for Life*, Medshield is set to offer participants a range of activities to enhance their holistic well-being.

**Holistic health initiatives and exciting competitions**

This year, Medshield's involvement goes beyond last year's registration-only partnership. One of the highlights is the presence of Medshield Movement ambassador Mapule Ndhlovu, affectionately known as "Queen Fitnass". Mapule will lead dynamic warm-up and cool-down sessions on race day, fully kitted in Medshield attire. Participants can look forward to interacting with Mapule, receiving spot prizes, and experiencing her vibrant energy firsthand. "I'm honoured to be part of the 2024 Suncoast East Coast Radio Big Walk. It's an incredible opportunity to inspire others to prioritise their health and wellness journey, and I'm excited to bring some fitness and fun to the event," she says.

Medshield Movement is an all-in-one online resource centre to access and enjoy the latest exercise videos, workout programmes, meal plans, live workouts and more – everything needed to support your journey towards better personal fitness, health and overall well-being. Medshield Movement hosts a variety of products, including engaging, informative articles and interactive video workout sessions. You don't need to be a member to access the platform; simply visit <https://medshieldmovement.co.za/>.

Registration for the Big Walk opens on 23 May and runs to 25 May at The Globe at Suncoast. During registration days, Medshield will offer free health screenings with the Abby Health machine – a non-invasive, AI-powered whole-body screening machine. It makes health monitoring comfortable and easy. Users simply step onto the device and get real-time results on their Weight, Height, Body Fat, Blood Pressure, Pulse / Heart Rate, SpO2, Temperature, BMI, Total Body Water, Standard Body Weight, Fat-Free Mass, Basal Metabolic Rate, Daily Caloric Intake, Metabolic Age, 10-Year Cardiovascular Risk Score, Vascular Age, Dry Lean Mass, Protein (kgs), Intracellular Water (ICW), Extracellular water (ECW), Mineral Mass, Smoker Status, Diabetes Status, Chronic Medication Status, and HIV Status.

Furthermore, participants will have the chance to win a substantial cash prize of R10,000 by engaging with the Medshield team and completing various tasks, such as getting a medical aid quote and tagging Medshield on social media posts. These exciting initiatives underscore Medshield's dedication to supporting the well-being of the KZN community.

The 2024 Suncoast East Coast Radio Big Walk is more than just a walk; it celebrates health, wellness, and community spirit. Whether you're looking to boost your fitness, spend quality time with loved ones, or simply enjoy a day filled with fun activities, this event is for you. Don't miss out on the opportunity to be part of this uplifting community event. For registration and more information, visit [www.durbanbigwalk.co.za](http://www.durbanbigwalk.co.za).

**Medshield is Your Partner for Life**

No matter what stage in life you may be at, Medshield has a tailored and affordable package for you. Medshield advocates for overall family health and wellness and want to see families thrive in their health and fitness goals. Your health is your greatest asset, requiring careful financial consideration and planning. Choosing the right plan for you can be pretty complex. You need to consider what type of plan you can afford and your current health status, including your age and other risk factors. A suitable medical scheme offers various plans that suit one's lifestyle and age. One that caters to the individual from childhood to adulthood and well into old age.

Medshield is one such scheme. Our Mission statement, "We partner with our stakeholders to enable access to sustainable and affordable quality healthcare through innovative products and benefits", lends itself to our continuous pursuit to partner with capable and quality healthcare providers and negotiate with those partners to provide value for money services to our members.

At Medshield, we pride ourselves on offering superior quality that does not break the bank. Our nine benefit options offer cover for lower- to higher-income households, and members can manage their healthcare 24/7 via our available online tools. Contact us today for a quote and get the ball rolling on a future of optimal health and wellness. Visit our website, [www.medshield.co.za](http://www.medshield.co.za), for more information.

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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 / 011 447 0168
* Alternatively, contact Lilané Swanepoel at Medshield at 010 597 4982 / lilanes@medshield.co.za

**MORE INFORMATION ON THE 2024 MEDSHIELD BENEFIT OPTIONS AND CONTRIBUTIONS**

Benefits and Contribution amendments are subject to CMS approval.

Please refer to the 2024 Product Page on the Medshield website at <https://medshield.co.za/>. You can review the benefit adjustments and value adds and download the 2024 benefit guides

* **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.
* **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.
* **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.
* **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.
* **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.
* **MediValue - Prime and Compact** - 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.
* **MediSwift** is the ideal hospital plan for active, healthy individuals. Major medical emergency and In-Hospital treatment are covered up to R1 million per family in the Compact Hospital Network, with the added benefit of day-to-day treatment for non-professional sports injuries. As a hospital plan, MediSwift offers no Day-to-Day benefits, allowing members the freedom to self-manage their daily healthcare expenses.

**ABOUT MEDSHIELD MEDICAL SCHEME**

* 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 combined with 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.
* 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.
* Our extensive range of additional benefits and services is another distinguishing factor. Our benefits and services have been designed to give members additional support when they need it most, 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!