

Headline	Dutch Lady spreads goodness of milk with children	Language	English
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Dutch Lady spreads goodness of milk with children

KUALA LUMPUR: In today's world, everyone is encouraged to take charge of their own health by consuming nourishing foods and leading active and healthy lifestyles besides participating in regular exercises and fun activities.

On a similar note, Dutch Lady Milk Industries Berhad is on a goodwill mission to spread the goodness of milk amongst underprivileged children. This event involves children attending extra-mural Fine Arts classes at StART, an art academy based in Petaling Jaya and run as a non-government organisation.

Jad Mahidin, Dutch Lady Malaysia's Head of Corporate Communications said, "We are delighted to team up with StART, a unique organisation run by talented young professionals, whose noble mission is to provide creative avenues for underprivileged children to express themselves.

"Just as how StART aims to guide and nurture the artistic talents of these children, Dutch Lady Malaysia would like to take this opportunity to provide nutritious milk drinks for these children to enjoy before or after their classes. After all, artistic development is just as crucial as academic achievement in raising children,

our future citizens. Children need all the nourishment they can get to ensure optimum overall growth - physically, mentally, spiritually and artistically.

"StART's teachers are driven with a keen passion to unearth hidden talents in these budding youngsters and help them express their feelings in various mediums. We have noticed the eagerness and excitement of these children in exploring the lessons lined up for them.

"We at Dutch Lady Malaysia are very fortunate to partner StART as they serve the community selflessly, imbued with a passion to help these children at their learning stages of life. And also to teach them about the goodness of milk as it facilitates effective learning, academically and artistically," added Jad.

She added that Dutch Lady Malaysia has been intensifying efforts to spread the goodness of milk to Malaysians for the past three years now, beginning with the first World Milk Day celebration in the country, held in 2008. The Company also advocates sound nutritional intake amongst children to aid in effective learning.

Last year, Dutch Lady Malaysia organised events such as Disney Hoopla to

encourage children to hone their learning skills via Performing Arts. Another event that encouraged learning via the Arts was *Idola Kecil*, a TV talent-based reality show featuring children.

Joshua Lee, StART's Programme Director added, "It is a pleasure to have Dutch Lady Malaysia lend their support as it is their forte to provide nutritious milk for the children. This itself has garnered many happy

faces and gladness from the children once they heard of this visit. "We at StART are committed to see these children discover innate talents and also polish their artistic skills, thereby allowing them to look forward to a brighter future and to realise their dreams," Lee explained.

For 2010, Dutch Lady Malaysia is donating milk to StART monthly, as part of its community efforts to spread and share the nutritional

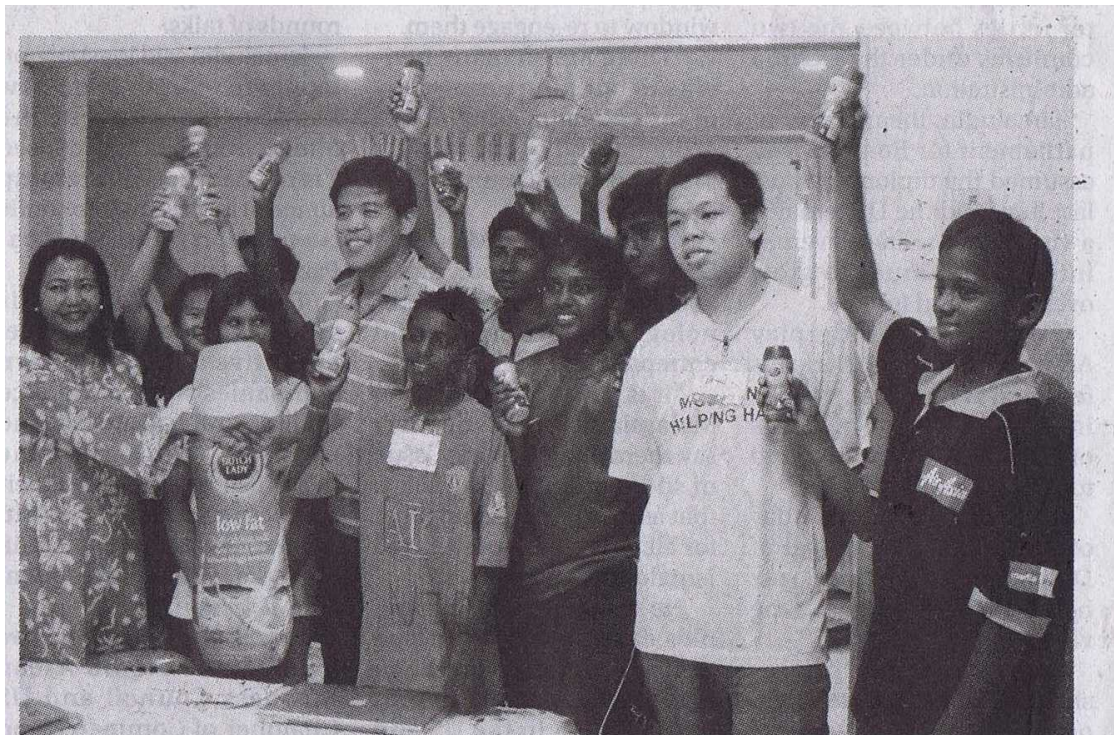
goodness of milk. Around 160 children, aged between seven and 18 years, gather at StART after school daily to attend extra-curricular classes in Art, Drama and Dance, Music and Writing. They come from eight homes located in the Klang Valley, namely Shelter, Ti-Ratana, Agathians, Rumah Juara, Rumah Ozanam, Beth Shalom, Rumah Kids and Community Children's Center.

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CHEERS to a meaningful partnership between StART & Dutch Lady Malaysia. Jad Mahidin, Dutch Lady Malaysia's Head of Corporate Communications and Joshua Lee, programme director of StART seal the friendship.