

Headline **Dutch Lady Malaysia celebrate World Milk Day 2010 with Malaysia Book of Records attempt**

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## Dutch Lady Malaysia celebrate World Milk Day 2010 with Malaysia Book of Records attempt

**KUALA LUMPUR:** Malaysians can look forward to a bigger, better and bolder World Milk Day this year as leading dairy company Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) brings the nation two fun-filled days of celebration, headlined by a Malaysia Book of Records (MBR) attempt and the distribution of more than 250,000 free milk packs!

Speaking at the media announcement event, Dutch Lady Malaysia's Managing Director, Bas van den Berg said: "Research continues to show that the general consumption of milk among Malaysians is low where intake is only at once a week, averaging 30 litres of milk in a year. In comparison, that is 70 per cent less than those who drink milk in the West."

"In response to this, Dutch Lady Malaysia created its very own "Spread the Goodness of Milk" campaign, to raise awareness and educate consumers on the nutritional benefits of milk. All this is part of our commitment to provide quality nutrition for the well-being of Malaysians, in

line with the Government's efforts to create a healthy and active nation. Taking it a step further, we decided to lead Malaysia in its very own World Milk Day celebrations, joining other countries in this United Nations' Food and Agriculture Organisation initiative to celebrate the global importance of milk."

2010 marks Dutch Lady Malaysia's third World Milk Day celebrations and its biggest yet, to be held across two days on 30 May and 1 June 2010, the actual day that World Milk Day is celebrated across the world. With the support of media partners - Media Prima and AMP Radio Networks, the entire celebrations will be captured on TV3, NTV7, 8TV and TV9, and ERA, MY FM, hitz.fm, MIX fm and THR Gegar, to enable all Malaysians to tune in to the excitement of the events.

The announcement event also introduced the winners of Dutch Lady Malaysia's World Milk Day Limited Edition Milk Pack - Student Design Contest, where Amelia Ong Bee Leng and Ten Ming Khang from the PJ College of Art and Design, walked away with RM1,500 cash prize each. The specially designed UHT milk

packs in two flavours - Low Fat and Chocolate milk is a first-ever initiative by Dutch Lady Malaysia, to commemorate this year's celebration of World Milk Day whereby more than 250,000 packs will be distributed for free across the nation. Amelia Ong's design was selected for the UHT Low Fat milk pack, while Ten's design was chosen for Chocolate milk.

Elaborating further on Dutch Lady Malaysia's commitment to the community, van den Berg said: "As part of the world's largest dairy co-operative, we are stepping up, in all aspects, to bring Malaysians the best daily and dairy nutrition that will provide them with the vitality to achieve more everyday and enjoy life to the fullest."

"At Dutch Lady Malaysia, achieving more goes beyond just being champions and standing out. It means being the best that we can be and it is our ambition (and obsession) that more people benefit from milk every day."

As part of its "Spread the Goodness of Milk" campaign for 2010, Dutch Lady Malaysia is currently running TV and

print advertising to educate Malaysians on the key benefits of milk, where with its ideal mix of essential nutrients, milk can give one more energy, promote better sleep, nourish healthy skin from within and stay slim. A consumer contest will also run nationwide from 8 May to 2 July, where by accurately counting the number of milk packs and answering two simple questions, Malaysians can stand a chance to win prizes worth RM1 million, including the Grand Prize of a double storey terrace house with home décor package.

Highlights of World Milk Day 2010 on Sunday, 30 May 2010:

1. Malaysia Book of Records (MBR) attempt

● Dutch Lady Malaysia invites 2,500 Malaysians to Pavilion KL for a first-ever MBR attempt for "Most Number of People Drinking Milk at the Same Time".

● The attempt will be televised live on TV3, followed by an exciting line-up of activities & performances by local artists, like Reshmonu, Dayana, Najwa, Alif Satar, YAWA Eco Drum Circle and many more at Pavilion KL.