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Dutch Lady to celebrate World Milk Day

V. Josephine

KUALA LUMPUR: Dutch Lady Malaysia will host a fun-filled World Milk Day 2010 on May 30.

Speaking at the Pavilion shopping hall recently, Dutch Lady Malaysia managing director Bas van den Berg said research continued to show that the general consumption of milk among Malaysians was low where intake was only once a week, averaging 30 litres a year, which was 70 per cent less than the consumption in the West.

"In response to this, Dutch Lady Malaysia has created its own "Spread the Goodness of Milk" campaign to raise awareness and educate consumers on the nutritional benefits of milk.

"We are running TV and print advertising to educate consumers on the key benefits of milk. With its ideal mix of essential nutrients, milk gives energy, promotes sleep, nourishes skin from within and helps one to stay slim.

"Taking it a step further, we decided to lead Malaysia in its own World Milk Day celebrations, joining other countries in this United Nations' Food and Agriculture Organization's initiative to celebrate the global importance of milk," said van den Berg, who was accompanied by

Dutch Lady Industries Bhd marketing director Rahul Colaco and marketing manager Sharon Tan.

"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."

During the media event, Dutch Lady Malaysia's World Milk Day Limited Edition Milk Pack — Student Design contest winners Amelia Ong Bee Leng and Ten Ming Khang from the PJ College of Art and Design, walked away with RM1,500 each.

The specially designed UHT milk packs in two flavours — Low Fat and Chocolate Milk — were the first ever initiative by Dutch Lady Malaysia to commemorate this year's World Milk Day.

Ong's design was selected for the UHT Low Fat Milk pack while Ten's design was chosen for the Chocolate Milk pack.

Dutch Lady Malaysia will also host the "Most Number of People Drinking Milk at the Same Time" event on May 30.

The event, which the company hopes to get it listed in the *Malaysia Book of Records*, will see a gathering of more than 2,500 Malaysians drinking Dutch Lady Milk at one go.

Malaysians are encouraged to participate and register themselves at 10am at the Pavilion KL.

The event will be televised live on TV3. An exciting line-up of activities and performances by local artistes like Reshmonu, Dayana, Najwa, Alif Satar, Yawa Eco Drum Circle are on the cards.

Dutch Lady Malaysia will also distribute 250,000 limited-edition packs of milk across the main cities with the assistance of Persatuan Pengakap Malaysia, Persatuan Pandu Puteri Malaysia, The Boys Brigade Malaysia, Malaysian Red Crescent, Association of Honda Clubs, Peugeot Club Malaysia and Club Perdana V6 Malaysia, Pedalholics Cycling Club and AMP Radio Networks.

On World Milk Day on June 1, Dutch Lady Malaysia will distribute free milk packs at selected toll plazas nationwide as well as at high traffic areas in the Klang Valley and Kuching.

A consumer contest will also run from May 8 to July 2, where Malaysians can win prizes worth RM1 million, including the grand prize of a double-storey terrace house with home décor package.

For details, visit www.dutchlady.com.my

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Ten Ming Khang (second from right) and Amelia Ong Bee Leng receiving their prizes for their winning designs on the milk packs. With them are Bas van den Berg (right) and Rahul Colaco.