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Dutch Lady to promote goodness of milk

Yla Zhi Jern

DUTCH Lady Malaysia will be celebrating the UN Food and Agriculture Organisation sanctioned World Milk Day which falls on June 1 in a bigger, better and bolder manner this year.

This year marks Dutch Lady Malaysia's third World Milk Day celebration and is being held over two days on May 30 and June 1.

"Because June 1 is a school day, we decided to move forward the celebration to May 30, so the whole family can join in the activities," said Dutch Lady Malaysia marketing director Rahul Colaco.

Dutch Lady Malaysia managing director Bas van den Berg said the task of promoting the importance of one of the purest nutritional sources from nature is a continuous challenge.

"In Malaysia, research continues to show milk consumption is low, with an intake of only once a week, averaging 30 litres of milk a year. That's 70% less than the West by comparison," he said.

As such, Dutch Lady Malay-

sia created its own "Spread the Goodness of Milk" campaign to raise awareness and educate consumers on the nutritional benefits of milk.

The dairy company will bring the nation two fun-filled days of celebration headlined by a Malaysia Book of Records attempt and the distribution of more than 250,000 free milk packs.

Various organisations and groups are also lending a hand, and Dutch Lady Malaysia's partners for World Milk Day include the Malaysian Red Crescent Society, the Scout Movement, car clubs and many others.

The partners will distribute more than 250,000 limited edition World Milk Day packs across Peninsular Malaysia on May 30.

The non-retail limited edition milk packs are designs by PJ College of Art and Design students Amelia Ong Bee Leng and Ten Ming Khang which were chosen in a contest hosted by Dutch Lady Malaysia. They were awarded RM1,500 each for their winning designs.

Dutch Lady Malaysia is also inviting 2,500 Malaysians to Pa-

vilion KL for a first ever Malaysian Book of Records attempt for "Most Number of People Drinking Milk at the Same Time" on May 30.

The attempt will be televised on TV3, followed by an exciting line-up of activities and performances by local artistes like Reshmonu. Registration for the attempt will be open at 10am.

A contest will also run nationwide from May 8 to July 2 with prizes worth more than RM1 million waiting to be won.

A grand prize of a double storey terrace house with home decor package in Setia Alam worth RM750,000 as well as a Honda CRV and a Perodua Alza are just some great prizes up for grabs.

On June 1, Dutch Lady Malaysia will continue its celebrations by distributing free milk packs at selected toll plazas in Peninsular Malaysia and high traffic areas in the Klang Valley and Kuching.

Throughout the contest, eight weekly winners will also be chosen to win RM5,000 each.



Dutch Lady Milk Industries Berhad marketing director Rahul Colaco (back row, second from left), van den Berg (back, fifth from left) with World Milk Day Dutch Lady partners and design winners at the launch.