

Headline**Dutch Lady World Milk Day 2010 celebrations got an endorsement from MBR, 'Largest Milk Drinking Event'****Date****05 Jun 2010****Language****English****MediaTitle****New Sabah Times English (KK)****Page No****12****Section****Home****Article Size****327 cm²****Journalist****N/A****Color****Full Color****Frequency****Daily****ADValue****848****Circ / Read****23,655 /****PRValue****2,544**

Dutch Lady World Milk Day 2010 celebrations got an endorsement from MBR, 'Largest Milk Drinking Event'

KUALA LUMPUR: With the strong support of more than 2,500 Malaysians, including well-known personalities, uniformed bodies and even car clubs, the Dutch Lady World Milk Day 2010 celebrations got off to a grand start with an official endorsement from Malaysia Book of Records as the country's 'Largest Milk Drinking Event' recently.

Malaysians of all ages and from different walks of life turned up in full force at Pavilion KL, and stood united with their families and friends to celebrate the goodness of milk with a simultaneous milk toast.

As the officials from Malaysia Book of Records (MBR) tallied up the headcount and did the final verification, the crowd waited in anticipation before erupting into loud cheers at the official declaration that their record attempt has been officially recognised. The record attempt was broadcasted live on national television.

Founder and managing director of Malaysia Book of Records, Datuk Danny Ooi presented the mock

MBR certificate to Dato' Zainal Abidin bin Putih, Chairman of Dutch Lady Milk Industries Berhad and Mr. Bas van den Berg, Managing Director of Dutch Lady Milk Industries Berhad.

"World Milk Day is one way of reaching out and engaging with our consumers in a fun and fresh way. We are looking to create impact and help elevate awareness levels on the goodness of milk by leveraging a worldwide celebration to get Malaysians to take notice," said Mr. van den Berg after the announcement.

"It's great to be part of history, to be able to create a new Malaysia Book of Record alongside so many Malaysians, means a lot to us and we would like to think of this as a start towards encouraging a change in milk drinking behaviours and attitudes," he added.

To commemorate this year's celebration of World Milk Day, Dutch Lady Malaysia, in a first-ever initiative, produced and gave away more than 250,000 specially designed UHT milk packs in two popular flavours – Low Fat and Choco-

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late milk across the nation for free.

To help spread the goodness of milk to the entire nation, Dutch Lady Malaysia enlisted the support of Persatuan Pengakap Malaysia, Persatuan Pandu Puteri Malaysia, The Boys' Brigade in Malaysia; Malaysian Red Crescent; car clubs – Association of Honda Clubs, Peugeot Club Malaysia and Club Perdana V6 Malaysia; and AMP Radio Networks' and Media Prima on-ground teams.

Created by the Food and Agriculture Organisation (FAO) of the United Nations, World Milk Day is a special dedication to provide the global community with the opportunity to celebrate the importance of milk and publicise activities connected with the benefits of milk and the milk industry.

The crowd that turned up were kept entertained with the many exciting games and activities at the activity area that was set up. Some took the opportunity to rub shoulders with their favourite celebrities while indulging in their free supply of milk. Local celebrities Amber

Chia, Reshmonu, Sasha Bashir, Najwa, Shahrizan Borhan and Alif Satar made special guest appearances and gave rousing performances to keep the crowd entertained throughout the day.

All proceeds from the sale of Dutch Lady products of the day were donated to Yayasan Nur Salam to help with the operational cost of their volunteer programmes.

Mr. van den Berg concluded by saying, "As with the past two years, World Milk Day 2010 is part of Dutch Lady Malaysia's 'Spread the Goodness of Milk' campaign, created 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".

"From infants, to growing children and teenagers, to adults and the elderly – we all need the fundamental nutrition that milk can provide for our physical and mental growth."

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Dato' Zainal Abidin Putih, Chairman of Dutch Lady Milk Industries Berhad (with shirt tag 001) and Mr. Bas van den Berg (003), Managing Director of Dutch Lady Milk Industries Berhad at the record breaking feat.