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Dutch Lady Malaysia Celebrated World Milk Day 2010
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Dutch Lady Malaysia Celebrated World Milk Day 2010

In conjunction with the World Milk Day 2010, Dutch Lady Malaysia has set to achieve a new record in Malaysia Book of records by its attempt to distribute more than 250,000 free milk packs! 2010 marks Dutch Lady Malaysia's third World Milk Day celebration and was held two days on May 30, 2010 and the actual World Milk Day on June 1, 2010. With the support of media partners such as Media Prima and AMP Radio Networks, the entire celebration was captured on TV3, NTV7, 8TV and TV9, ERA, MY FM, hitz.fm, MIX fm and THR Gegar, to enable all Malaysians to tune in to the excitement of the events. During the announcement of this major event, winners of Dutch Lady Malaysia's World Milk Day Limited Edition Pack were introduced. Student Design Contest, Amelia Ong Bee Leng and Ten Ming Khang from the PJ College Art and Design, walked away with RM1,500 cash prize each. The specially designed UHT milk packs in two flavour; 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 250,000 packs were distributed for free across the nation.