

Headline	Dutch Lady Malaysia organised Largest Milk Drinking Event	Language	English
Date	06 Jul 2010	Page No	134
MediaTitle	Parenthood	Article Size	200 cm²
Section	NEWS	Color	Full Color
Journalist	N/A	ADValue	1,732
Frequency	Monthly	PRValue	5,195
Circ / Read	38,500 / 120,000		



Dutch Lady Malaysia organised Largest Milk Drinking Event

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'. 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.



"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, Managing Director of Dutch Lady Milk Industries Berhad. 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 Chocolate milk across the nation for free.