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World Milk Day

Dutch Lady Milk Industries Bhd celebrated World Milk Day (WMD) by creating a new Malaysian Guinness Book record: staging the largest number of people drinking milk at the same time with more than 3,200 people turned up at Pavilion KL on May 30 to take part in the record-breaking feat.

Managing director Bas van den Berg with celebrity Amber Chia and popular radio DJ Moots simultaneously raised their hands to a milk toast before downing limited edition packets of Dutch Lady chocolate and low fat milk.

As part of its commitment to provide quality nutrition for the well-being of Malaysians, Dutch Lady Malaysia has spread the goodness of milk by raising awareness and educating Malaysians on the nutritional benefits of milk for the whole family. Dutch Lady led the first WMD celebrations here in 2008, joining other countries across the globe to celebrate the importance of milk.

Also, 250,000 free packets of milk were distributed free all over the country, with the milk convoy flagged off by Dutch Lady Milk chairman Datuk Zainal Abidin Putih.

