



**MEDIA RELEASE
FOR IMMEDIATE RELEASE**

DUTCH LADY MALAYSIA PARTNERS

DEPARTMENT OF SOCIAL WELFARE IN KIDS FUN RUN 2015

*KIDS FUN RUN 2015, AIMED AT PROMOTING A HEALTHY LIFESTYLE AMONG
CHILDREN, FLAGS OFF TO A GREAT START*

Shah Alam, 29 March 2015 – About 300 underprivileged children learnt the benefits of physical exercise and healthy living when they participated in the Kids Fun Run 2015, organised by the Department of Social Welfare (Jabatan Kebajikan Masyarakat, JKM), in collaboration with Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia).

Held at the Taman Tasik Shah Alam, the Kids Fun Run saw the participation of more than 300 children aged four to 12 from Pusat Aktiviti Kanak-Kanak, JKM Institute (Rumah Tunas Harapan), Community Rehabilitation Programme and registered nurseries.

“The Kids Fun Run is very much in line with Dutch Lady Malaysia’s Drink.Move.Be Strong campaign, which encourages children to drink one glass of milk a day and spend one hour a day on outdoor exercise,” said Managing Director of Dutch Lady Malaysia, Ms Saw Chooi Lee, during the official launch of the event.

The Drink.Move.Be Strong campaign was launched in 2014 to address nutritional and lifestyle gaps found in Malaysian children based on the findings of the South East Asian Nutrition Surveys (SEANUTS).

SEANUTS is a nutritional study on children aged up to 12 years in four South East Asian countries including Malaysia. Its key findings on Malaysian children indicated one in 20 were underweight; one in five were overweight or obese; a high proportion of school-aged children reported low physical activity; and nearly half the children had Vitamin D insufficiency.

The half-day event was officiated by Yang Berhormat Datuk Hajah Azizah Datuk Seri Panglima Haji Mohd Dun, Deputy Minister of Women, Family and Community Development.

“This is the first Kids Fun Run in collaboration with Dutch Lady Malaysia. I am honoured to have Dutch Lady Malaysia participate in this event, which is aimed to





encourage Malaysian children to lead a healthier lifestyle through sports, healthy nutrition and to develop positive traits such as self-discipline and teamwork,” said Datuk Hajah Azizah.

“As a leading dairy producer, Dutch Lady Malaysia’s participation is most meaningful as its mission is to provide quality dairy nutrition in order to lead a healthy and balanced lifestyle,” Datuk Hajah Azizah added.

In the event, participants were divided into two groups – children with disabilities and those aged four to six completed the 1.6km route, while children aged seven to 12 completed the 3.5km route.

Besides the run, there were other activities such as puppet shows, indoor games and booth activities for the children.

“Nutrition and exercise are very important components in every child’s growth and development. By fully supporting JKM and the Kids Fun Run 2015, we hope to harness the power of both nutrition and exercise to enable Malaysian children to adopt an active and healthy lifestyle,” said Ms Saw.

The event also saw 11 members of Blue Brigade, Dutch Lady Malaysia’s volunteer arm, assisting in the event.

This is not the first collaboration between Dutch Lady Malaysia and JKM. In 2012, during Dutch Lady Malaysia’s Inspire Tomorrow campaign in conjunction with its 50 years anniversary celebration, JKM played a pivotal role in selecting 10 deserving recipients of educational fund worth RM30,000 each.

END





About Dutch Lady Milk Industries Berhad

Incorporated in 1963, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) is a leading dairy company in Malaysia. It is owned by one of the largest dairy cooperative companies in the world, Royal FrieslandCampina NV, a Dutch multinational dairy company.

Dutch Lady Malaysia was the first milk company to be listed on Bursa Malaysia in 1968 and the first to introduce Growing Up Milk in Malaysia in 1988. Dutch Lady Malaysia, awarded as the Company of the Year 2014 by The Edge Billion Ringgit Club, manufactures and sells a wide range of quality dairy products for the home and export market, with all products enjoying a strong following in brands like Dutch Lady and FrisoGold.

Through a unique collaboration between FrieslandCampina and four international research teams/universities, we initiated the South East Asian Nutrition Surveys (SEANUTS) study in 2009, involving four countries – Malaysia, Indonesia, Vietnam and Thailand. SEANUTS is the largest and most extensive nutrition and health study ever done in South-East Asia, wherein 16,744 children up to 12 years old were surveyed over a four-year period.

More information can be found on www.dutchlady.com.my.

Issued by Dutch Lady Milk Industries Berhad

Dina Mohd Nor

Tel: 03-7953 2600 (615) / 019 6211670 Email: Dina.MohdNor@frieslandcampina.com

Wong Ee Laine

Tel: 03-7953 2600 (746) / Email: Eelaine.Wong@frieslandcampina.com

