

Headline **Dutch Lady and Giant raise RM40,000 for charity**
Date **21 Sep 2011**
MediaTitle **The Sun**
Section **Business Feature**
Journalist **N/A**
Frequency **Daily**
Circ / Read **270,506 / 171,000**

Language **English**
Page No **L-18**
Article Size **218 cm²**
Color **Black/white**
ADValue **2,404**
PRValue **7,212**



Dutch Lady and Giant raise RM40,000 for charity

AN initiative mooted by two leading companies, Dutch Lady Milk Industries Berhad and GCH Retail (M) Sdn Bhd (Giant) bore fruit when a total of RM40,000 was raised for Start Society recently.

The two-week long charity campaign themed "Mari Menderma" saw the partners coming together to donate RM1 from the sale of every 1kg pack of Dutch Lady Growing Up Milk Power - Dutch Lady 123, Dutch Lady 456 and Dutch Lady 6+.

Besides monetary assistance, Dutch Lady Malaysia has been donating milk packs to Start Society for the past two years to benefit the children who go there weekly.

Start Society is a non-governmental organisation dedicated to serving underprivileged children by providing free lessons in the arts which include music, design, writing, drama and dance.

A concert it staged, themed "I Believe", featured performances by children of Start, where dance, drama, sketches and rousing melodic performances were showcased, much to the crowd's delight during the event.

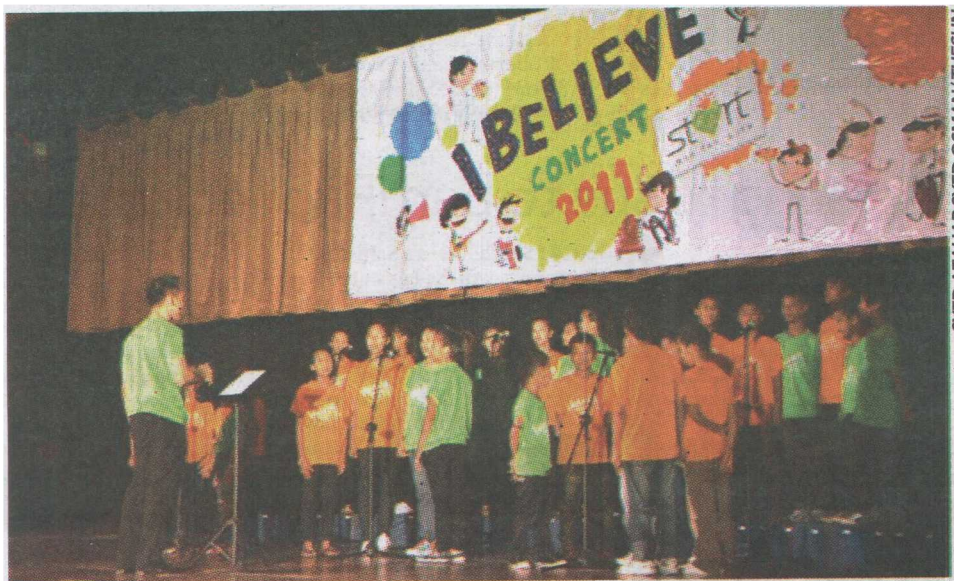
The event kicked off with an opening act by the Start Dance Group and a mini sketch by the Mini Starter's team, who put up three different acts - He's Got The Whole World, Baby Lama and What A Lovely Thing.

This was followed by swaying dance moves from Ti-Ratana Lil Dances and a choir performance by BLNS Choir entitled Smile and Way Back into Love.

Also performing at the concert were Jaclyn Victor who delivered a powerful vocal performance of her number one hit single "Gemilang", and singer-songwriter Juwita Suwito who gave a stellar performance by hitting all the right notes.

"Through our collaboration with Giant, we are happy to be contributing towards Start's plans to obtain more musical instruments that will help in terms of enabling these children to discover and polish their talents," Dutch Lady Malaysia managing director Bas van den Berg said in a statement

"When their talent is honed, they will be more confident in themselves, which at the end of the day is their key to a brighter future."



Start Society students perform a number.

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