



Headline	Helping kids reach their goals		
MediaTitle	New Straits Times		
Date	12 Nov 2013	Color	Full Color
Section	Streets Central	Circulation	95,860
Page No	4	Readership	236,000
Language	English	ArticleSize	375 cm ²
Journalist	Liyana Jamaludin	AdValue	RM 12,234
Frequency	Daily	PR Value	RM 36,703



Helping kids reach their goals

REACHING OUT: Dutch Lady recently celebrated its golden jubilee by handing out insurance policies worth RM1.5 million through its Inspire Tomorrow campaign

LIYANA JAMALUDIN

MALAYSIA'S leading dairy brand, Dutch Lady, recently celebrated its golden jubilee by handing out insurance policies worth RM1.5 million through its Inspire Tomorrow campaign.

Collaborating in this programme was UniAsia Life Insurance.

Built on a desire to initiate a sustainable programme with a wide reaching impact, the campaign was designed to help children pursue their ambitions through education, sports and creative arts.

Fifty children, selected from all parts of the country, were given policies worth RM30,000 each, which would mature when they turn 18.

Dutch Lady Malaysia marketing manager Ramjeet Kaur Virik said the response to the programme had been overwhelming, indicating that Malaysians cared for their children's future and wellbeing.

"We are very pleased that we managed to reach out to so many families through our Inspire Tomorrow campaign. We will continue our role in helping to not only inspire but also cultivate and nurture the future

generation," she said.

The recipients, aged 4 to 12, included 10 children selected by the Ministry of Education (MoE) and 10 children by the Department of Social Welfare (JKM). Thirty other children were chosen from the public video submission contest.

Initially, 800 videos were received and winning entries picked by a panel of judges which included senior officials from JKM and MoE, Prof Madya Dr Mariani Mohd Nor, campaign advocates, artistes Ziana Zain and Faizal Tahir and Dutch Lady Malaysia personnel.

The video must not be longer than two minutes and the parents or caregivers were required to share their children's desire and how to motivate them to reach their goals.

Ziana, a mother of four, said that it was very important as a parent to keep asking one's child what they want to be when they grow up.

"When you constantly ask them the same question, they will think and have a clearer direction of what they want to be in the future," she said.

Award-winning singer, songwriter and composer Faizal Tahir believes that with guidance, children can achieve what they desire.

Ten-year-old Abid Bahari has a very strong interest in silat.

Encouraged by his mother, he has learn the martial art and in 2011 he came in second in a talent contest.

"I have been learning silat since I was 6. It is not only fun but it also helps me to defend myself against bad hats," said Abid.

Chua Dian Yu, from Johor Baru, loves anything to do with space and the galaxy.

He hopes to become an astronaut as he likes to see and explore other planets.

"My favourite planet is Jupiter because it is very pretty and it is the biggest planet in our solar system," said the child.

His mother, Eng Siue Lee, said his son has been showing interest in this subject since he was 3.

"He can actually memorise and draw what he reads from the books," she said.



Dutch Lady Malaysia chairman Datuk Zainal Abidin (back row, sixth from left) with the children who each received a RM30,000 insurance policy. Pic by Danial Noordin