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# Easing their blues

## Dairy company reaches out to flood victims

**D**UTCH Lady Milk Industries has donated milk products worth RM350,000 to those affected by the recent floods in Kelantan, Terengganu, Pahang and Perak.

The products included Dutch Lady Growing Up Milk, Dutch Lady Full Cream Milk Powder and Dutch Lady UHT Chocolate Milk.

The milk products were channelled to the affected families in partnership with several other organisations.

More products will be delivered during the recovery period in weeks to come.

"Dutch Lady Malaysia also has colleagues and partners in the east coast who were affected by the floods.

"As a dairy company, we will do our best to assist by providing products with the necessary nutrients, especially during the recovery period," said Dutch Lady

Malaysia managing director Saw Chooi Lee.

In addition, members of Dutch Lady Malaysia's volunteer arm,

Blue Brigade, also participated in the packing of donated supplies and goods at the Pusat Simulasi Kompleks at Bukit Kiara, organised by IM4U.

"We are very grateful to Dutch Lady Malaysia for their generosity in helping the flood victims," said IM4U Brand Management Group manager Wirda Mohd Ali.

Dutch Lady Malaysia had also mobilised its van to transport goods to Pasir Salak, Perak with the participation of 10 Blue Brigade members.

At the same time, Dutch Lady Malaysia has initiated a fundraising collection among its employees and their family as well as business partners, to be channelled to the flood victims.



**Ongoing effort:** Dutch Lady volunteers (Blue Brigade) distributing milk packets to flood victims in Kg Gajah Pasir Salak Perak.