



Headline	Milk firm's nourishing pledge		
MediaTitle	Sunday Star		
Date	15 Mar 2015	Color	Full Color
Section	Star Education	Circulation	292,293
Page No	28	Readership	876,879
Language	English	ArticleSize	408 cm ²
Journalist	EMILY CHAN	AdValue	RM 20,533
Frequency	Weekly	PR Value	RM 61,599



Milk firm's 'nourishing' pledge

Dutch Lady Milk Industries Berhad is sponsoring *Step Up* pullouts worth RM20,000 to selected schools in Kelantan and Terengganu.

By EMILY CHAN
educate@thestar.com.my

FOR more than five decades, Dutch Lady Milk Industries Berhad has made it their business to supply quality dairy and paediatric nutrition products which generations of Malaysian consumers have grown to love.

Taking their company mission a step further, the company is providing schools with more resources; an education sponsorship worth RM20,000 for the *Step Up* pullout by *The Star*.

The sponsored *Step Up* pullouts are channelled to 30 primary schools in Terengganu and Kelantan; 15 schools in each state.

Dutch Lady corporate communications manager (Communications and Corporate Responsibility Department) Wong Ee Laine said, "As a dairy company, we believe that in order to lead a healthy life, it's not just about getting good nutrition. One needs to be well-rounded, have a good education and be physically fit."

Her colleague, communications



and corporate responsibility head Dina Mohd Nor said that the contribution resonated very well with what Dutch Lady is all about.

"Our mission as a company is to help Malaysians move forward with trusted dairy nutrition.

"With this sponsorship, we want to help Malaysian students progress in their life with improved literacy levels.

"We would like to extend this support, particularly to those who would not normally have access to language resources compared to those in the urban areas," she said, after handing over the mock cheque to *The Star* education editor Karen Chapman at an event held in Menara Star, Petaling Jaya.

Also present at the event was Dutch Lady corporate communication executive Norhazlina Sajali.

Dina said that the importance of the English language is undeniable.

"You need to master this global language to succeed in life. Children in rural areas have the intelligence and skills, but what's letting them down is the weak grasp of the language."

"This is our first project in terms of improving English literacy, and we are quite excited to be helping children in the rural areas improve their proficiency," she added.

The sponsorship of the pullouts began in January and will run throughout the school year.

A subsidiary of Royal FrieslandCampina from the Netherlands, Dutch Lady has always been supportive of initiatives to help develop the younger generation.

The dairy company constantly engages in corporate social responsibility projects that focus on improving child nutrition.



All for English: Dina (right) hands over the mock cheque to Chapman (centre) while circulation assistant manager Andrew Lim looks on.

During World Milk Day last September, Dutch Lady launched a "Drink.Move.Be Strong" campaign to encourage Malaysian children to spend at least an hour a day on outdoor exercise and to drink a glass of milk a day for nutrition.

The campaign also presented the first Junior National Basketball Association (NBA) programme in Malaysia.

The pullout provides syllabus-based content that tackles themes set by the Education Ministry and helps prepare pupils for UPSR.

The education pullout also features Bahasa Malaysia and Chinese translation of English words.

Kindly contact *The Star's Step Up* team at 1700-81-7788, during office hours (9am – 5pm), to enquire on subscription packages and sponsorship programmes.