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## Benefits of saying yes to children to experience life

FRISCO GOLD is encouraging Malaysian mothers to foster closer relationships with their children through the Say Yes to Experience campaign.

The campaign is aimed at allowing children to learn and grow from discovering and experiencing the world around them, especially the outdoors, by encouraging mothers to say yes to their children venturing out.

Speaking at the launch of the campaign, Dutch Lady Malaysia marketing manager Wong Vai Chi said experiences are a child's best teacher.

And mothers who allow their children to gain more experiences with their help will bring about a closer relationship with their children.

As an experiment, Frisco Gold asked two mothers – Liz Yahya and Low Ngai Yuen – to join the Yes to Experience campaign by having them agree to their children's reasonable requests, for a period of five consecutive weeks.



MOHAMAD SHAHRILL/  
THE SUN

(from left) Liz, Low, Wong, Dutch Lady Milk Industries Bhd corporate nutritionist Loo Mei Fong and Khoo at the launch of the campaign.

Liz, who is an engineer and blogger mum with two boys, admitted that she was an overprotective mother and never allowed her children to have pets as she was concerned for their hygiene and health.

"When I got my older son Aiden a rabbit, he surprised me by demonstrating he is a responsible child," recalled Liz, adding that it

showed that saying yes to his request has allowed him to grow to be more responsible through his experience of taking care of a pet.

Low, on the other hand, experienced the fun and joy of allowing her children to play in the rain.

The mother of four, who is also the president of arts portal Kakiseni, said: "One of the things that I had

to say yes to during the experiment was to allow all my kids to play in the rain with the objective of addressing my youngest daughter Zi Yi's fear of water.

"It turned out to be a really fun experience for everyone, including me, even though I had to get them to wear raincoats and shelter them with umbrellas."

Consultant paediatrician Dr Khoo

Phaik Chook pointed out that parents who are worried about children falling sick when enjoying outdoor experiences are advised to strengthen their children's natural body resistance.

She added that one of the ways is to maintain a strong digestive system which is the best natural defence against infection. – **Aff Adree**