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Real-world education: (from left) Liz, Low, Wong, Loo and Dr Khoo at the media launch of Friso Gold's Say 'Yes' to Experiences campaign.

When a simple 'yes' takes kids a long way

Brand launches campaign to encourage positive parenting

FRISO Gold recently held a campaign to encourage Malaysian mothers to say "Yes" to their children's reasonable requests.

The aim was to allow children to learn and grow through the discoveries and experiences the world has to offer.

"Friso Gold believes experiences are a child's best teacher.

"As such, when a mother says 'yes' to experiences, she is opening up opportunities for her child to explore and learn more of his world, and helping him to grow up to be more confident and well-rounded," said Dutch Lady Milk Industries Bhd marketing manager Wong Vai Chi.

In the experiment, two mothers

were encouraged to agree to their children's requests for five consecutive weeks.

Engineer and blogger Liz Yahaya said she had never allowed her children to have pets in order to protect their hygiene and health.

"So when I eventually got my older son Aiden a rabbit, he surprised me by showing his responsibility towards his pet.

"It goes to show that saying 'yes' has allowed him to grow to be more responsible through experience," she said.

Ex-TV host and film producer Low Ngai Yuen, who juggles a demanding career and taking care of her four children, finally allowed her chil-

dren to play in the rain.

"It turned out to be a fun experience for everyone, including me.

"Most importantly, my youngest daughter overcame her fear of water.

"She was not afraid to have water on her face for the first time," Low said.

Consultant paediatrician Dr Khoo Phaik Choo believes on the benefits of positive parenting, while Dutch Lady Malaysia corporate nutritionist Loo Mei Fong said Friso Gold was the ideal brand to help mothers agree to their children's experiences without having to worry as it is formulated to help children strengthen their natural body resistance.