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**INSPIRING MALAYSIAN CHILDREN FOR A BRIGHTER TOMORROW**

*50 workshops benefiting underprivileged children aged 9 – 12 years old to be carried out nationwide via the Inspire Tomorrow Campaign*

**SELANGOR, 05 December 2013** – Following the Inspire Tomorrow campaign launched in conjunction with Dutch Lady Malaysia's 50<sup>th</sup> anniversary, the dairy giant has kick started a series of 50 workshops in 10 homes for underprivileged children from November 2013.

An initiative under the Dutch Lady Malaysia Inspire Tomorrow campaign, the learning and inspirational workshops are aimed to ignite the passion and potential among underprivileged children in Malaysia.

The homes are located throughout the nation in states from Penang and Terengganu to Johor and Melaka. Some of the homes were sourced with the assistance of the Department of Social Welfare (Jabatan Kebajikan Masyarakat or JKM).

"In line with Dutch Lady Malaysia's mission of helping Malaysians move forward in life with Trusted Dairy Nutrition, we hope to inspire and aid young Malaysians to pursue their dreams and ambitions through education, sports and creative arts. Through these workshops, Dutch Lady Malaysia is not only reaching out to children but also by other means through involving young mentors, and volunteers who would like to make a difference," said Dina Mohd Nor, Head of Communications & Corporate Responsibility of Dutch Lady Malaysia.

Designed in partnership with Malaysia youth NGO Pertubuhan Generasi Cergas Malaysia (PGCM), the workshops consist of various modules based on three pillars – Learning, Inspiration and Nutrition. The modules include experiential learning activity, immersive learning excursion, Goodness of Milk and one that teaches children how to learn more effectively.

Five workshops will be carried out over three days in each participating home.

The first day includes a series of learning-to-learn sessions where children will be taught how to learn smarter with less frustration in a fast-paced two-hour workshop.

Day 2 will see the children participating in an immersive excursion which involves an outdoor activity. This immersive learning workshop is designed to nurture their curiosity and help them experience things from the perspective of others.

On the final day of the series of workshops, the children will discover the goodness of milk, learning how milk is produced and other interesting trivia on dairy. This hands-on session will be driven by PGCM employees and Dutch Lady Malaysia's volunteer arm, Blue Brigade via the Goodness of Milk Talk.

The inspirational workshops will also be executed together with volunteers and youth mentors. They were carefully selected based on their experience, achievements and personal stories on how they have overcome challenges, in hope they will inspire the children.

Not only that, the workshops will also feature the involvement of Malaysian celebrity Ziana Zain and parenting coach, Zaid Mohamad, who will share their stories and journeys thus far with the children.

To raise awareness of the workshops, Dutch Lady Malaysia is collaborating with proPassion, a student PR consultancy of Taylor's University, presenting them an opportunity to work on a real-time campaign.

"Truly, through the involvement of PGCM, Zaid Mohamad, Ziana Zain, JKM, the youth mentors, volunteers and proPassion, we are reaching out to Malaysians in more ways than one. The workshops are an excellent opportunity for all to play a part in inspiring our future generations to a better future," Dina said.

By the end of the workshops, it is with hopes that these children will be left with a lasting impact on their lives that spurs them on to become innovative leaders of our nation in the future.

"With multiple stakeholders joining forces to make a difference, Dutch Lady Malaysia is confident the workshops will inspire individuals, cultivate and nurture the next generation of Malaysians to become leaders", Dina concluded.

To learn more about the Inspire Tomorrow Campaign, visit [www.inspiretomorrow.my](http://www.inspiretomorrow.my).

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### **About Dutch Lady Malaysia**

Incorporated in 1963, Dutch Lady Milk Industries Berhad is the leading dairy company in Malaysia. It was the first milk company to be listed on Bursa Malaysia in 1968. Today, Dutch Lady Malaysia manufactures and sells a wide range of quality dairy products for the home and export market, with all products enjoying a strong following in brands like Dutch Lady and Friso.

Its holding company is Royal FrieslandCampina NV, a Dutch multinational corporation and one of the largest dairy cooperative companies in the world with an annual turnover

of more than nine billion Euros. Employing 22,000 staff worldwide in about 100 different locations, the Royal FrieslandCampina has more than 130 years of dairy heritage, and is proud to have more than 30 established brands in its stable.

### **About the Inspire Tomorrow Campaign**

In conjunction with Dutch Lady Malaysia's 50<sup>th</sup> anniversary celebrations, the Company has launched the Inspire Tomorrow Campaign, aimed to inspire and aid young Malaysians to pursue their dreams and ambitions through education, sports and creative arts, in line with the Company's mission of *Helping Malaysians Move Forward in life with Trusted Dairy Nutrition*. As a part of the campaign, the Inspire Tomorrow Fund was launched to aid 50 selected children in furthering their education or pursuing a particular field of expertise. The 50 recipients were selected based on three categories – 10 chosen in collaboration with the Ministry of Education (MoE), 10 from selected homes based on input from the Department of Social Welfare (Jabatan Kebajikan Malaysia) and the final 30 via a public video submission contest.

More information can be found on [www.dutchlady.com.my](http://www.dutchlady.com.my) and [www.inspiretomorrow.my](http://www.inspiretomorrow.my)

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