



## **JR. NBA PRESENTED BY DUTCH LADY RETURNS TO MALAYSIA FOR THIRD CONSECUTIVE YEAR**

*– Expanded Program Will Visit Penang for the First Time And Reach More Than 200 Schools Across Malaysia –*

*– Online Registration Now Live at [www.jrnba.asia/malaysia](http://www.jrnba.asia/malaysia) –*

**MALAYSIA**, April 1, 2016 – Jr. NBA, the NBA’s global youth development program that promotes basketball participation and an active lifestyle among children, returns to Malaysia for the third consecutive year beginning today. The expanded program will reach more than 200 schools in Malaysia with clinics in Kuala Lumpur and Penang, a first-time Jr. NBA host city. Dutch Lady Milk Industries Berhad (Dutch Lady) will again serve as the presenting partner of the Jr. NBA in Malaysia.

Jr. NBA Malaysia 2016 presented by Dutch Lady will run through August 2016 and engage more than 4,000 boys and girls. Participants will be trained in the fundamentals of basketball and learn the importance of the Jr. NBA’s core values of sportsmanship, teamwork, a positive attitude, and respect.

According to the South East Asian Nutrition Survey (SEANUTS)\*, nearly 50% of Malaysian children studied in SEANUTS have calcium insufficiency. Findings also found a high proportion of physical inactivity among children aged seven to 12 years old. As a result of these findings, Dutch Lady partnered with the Jr. NBA program as part of its Drink.Move.BeStrong campaign to encourage an active lifestyle and a healthy diet among Malaysian youth while highlighting milk’s role in a child’s growth and development, helping build muscle, keeping bones strong while also filling up and rehydrating.

“Drink.Move.BeStrong is simply our campaign to build strong families. Through this, we encourage families to drink at least two glasses of milk and spend one hour a day on outdoor exercise so that they will be physically and emotionally stronger,” said Marketing Director of Dutch Lady Malaysia Ashlee Ng. “Over the last two years, our partnership with Jr. NBA has served as an effective platform to promote physical activity through basketball and allowed Dutch Lady to leverage Jr. NBA’s remarkable reputation to create awareness and educate children on active and healthy lifestyle. It has also enabled the company to connect with our customers and staff through money-can’t-buy opportunities. For that, we are delighted to return as the presenting partner of Jr. NBA Malaysia and to help expand the program by bringing it to Penang, where we hope to get more families and their children involved in this programme.”

“We are thrilled for the return of the Jr. NBA Malaysia presented by Dutch Lady as we aim to positively impact the lives of children, parents, and coaches around the country,” said NBA Asia Vice President, Global Marketing Partnerships Francesco Suarez. “Together with Dutch Lady, we are committed to providing Malaysian children with a safe and fun environment to be active while teaching them about the positive values of sport and the benefits of proper nutrition.”

Jr. NBA Malaysia 2016 presented by Dutch Lady tipped off today with a Train the Trainers program at SJK (C) Kwong Hon. The program will be followed by a coaches clinic and an open clinic for kids at the IGB International School tomorrow, and additional clinics on April 3. A series of school clinics will also be conducted leading up to the selection camp on July 16, where the top 40 boys and top 24 girls ages 10-14 will be chosen following a series of skills and character assessments to participate in the Jr. NBA National

Training Camp August 5-7. The Train the Trainers program was introduced this year to further local basketball development, imparting knowledge and tools to all participating coaches to help elevate the overall youth basketball experience in the country.

The National Training Camp will once again be attended by an NBA legend or current player and feature an NBA Cares community outreach event. The program will culminate with the selection of 10 boys and five girls, who will be named as 2016 Jr. NBA Malaysia All-Stars. These standout campers will embark on a unique, overseas NBA experience together with fellow Jr. NBA All-Stars from Southeast Asia later in the year.

The program is free and open to boys and girls ages 5-14. Players between the ages of 10-14 will be eligible for the top selection during the selection camp and National Training Camp. In addition to presenting partner Dutch Lady, the event is supported by the Ministry of Education Malaysia, Spalding and Westports Malaysia Dragons. Astro is the Official Broadcast Partner of the Jr. NBA in Malaysia.

The Jr. NBA teaches the fundamental skills as well as the core values of the game at the grassroots level in an effort to help grow and improve the youth basketball experience for players, coaches and parents. During the 2015-16 season, the Jr. NBA will reach more than 6.5 million youth in 33 countries.

Registration for the coaches clinic, open clinics and selection camp is now available through the official event website at [www.jrnba.asia/malaysia](http://www.jrnba.asia/malaysia). Fans can follow Jr. NBA on Facebook at [www.facebook.com/jrnbamalaysia](http://www.facebook.com/jrnbamalaysia). For all things NBA, visit [www.nba.com](http://www.nba.com) and “Friend” the NBA’s official account on LINE by adding @nba\_global.

*Reference:*

- \* Nutritional status and dietary intakes of children ages six months to 12 years: findings of the Nutrition Survey of Malaysian Children (SEANUTS Malaysia), British Journal of Nutrition (2013), 110, S21–S35.

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**About the NBA**

The NBA is a global sports and media business built around three professional sports leagues: the National Basketball Association, the Women’s National Basketball Association, and the NBA Development League. The league has established a major international presence with games and programming in 215 countries and territories in 49 languages, and NBA merchandise for sale in more than 125,000 stores in 100 countries on 6 continents. NBA rosters at the start of the 2015-16 season featured 100 international players from 37 countries and territories. NBA Digital’s assets include NBA.com and the NBA app, which achieved record traffic during the 2014-15 season, as well as NBA TV. The NBA has created one of the largest social media communities in the world, with more than one billion likes and followers globally across all league, team, and player platforms. Through NBA Cares, the league addresses important social issues by working with internationally recognized youth-serving organizations that support education, youth and family development, and health-related causes.

**About Royal FrieslandCampina**

Every day Royal FrieslandCampina provides millions of consumers all over the world with food that is rich in valuable nutrients. With annual revenue of 10.3 billion euros, FrieslandCampina is one of the world largest dairy companies, supplying consumer and professional products, as well as ingredients and half-finished products to manufacturers of infant & toddler nutrition, the food industry and the pharmaceutical sector around the world. FrieslandCampina has offices in 32 countries and almost 20,000 employees, and its products are available in more than 100 countries. The Company is fully owned by Zuivelcoöperatie FrieslandCampina U.A, with 19,487 member dairy farmers in the Netherlands, Germany and Belgium—making it one of the world’s largest dairy cooperatives. For more information please visit: [www.frieslandcampina.com](http://www.frieslandcampina.com). For more information, please visit [www.frieslandcampina.com](http://www.frieslandcampina.com)

### **About Dutch Lady Milk Industries Berhad**

Incorporated in 1963, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) is a leading dairy company in Malaysia. It is owned by one of the largest dairy cooperative companies in the world, Royal FrieslandCampina NV, a Dutch multinational dairy company.

Dutch Lady Malaysia was the first milk company to be listed on Bursa Malaysia in 1968 and the first to introduce Formulated Milk Powder for Children in Malaysia in 1988. Dutch Lady Malaysia, awarded as the Company of the Year 2014 by The Edge Billion Ringgit Club, 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 Gold.

Through a unique collaboration between FrieslandCampina and four international research teams/universities, FrieslandCampina initiated the South East Asian Nutrition Surveys (SEANUTS) study in 2009, involving four countries – Malaysia, Indonesia, Vietnam and Thailand. SEANUTS is the largest and most extensive nutrition and health study ever done in South-East Asia, wherein 16,744 children up to 12 years old were surveyed over a four-year period.

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

### **About Drink.Move.BeStrong**

Drink.Move.BeStrong is Southeast Asia's first integrated activation and advocacy campaign which aims to cultivate an active and healthy lifestyle among children through play, sports and proper nutrition. This campaign is founded upon the findings of FrieslandCampina's South East Asian Nutrition Survey (SEANUTS) on nutrition in four countries – Indonesia, Malaysia, Thailand and Vietnam –to acquire an understanding of the nutritional status and dietary intake of children from 6 months to 12 years of age. This multi-stakeholder, multi-channel campaign encourages children across the region to drink two glasses of milk a day and spend an hour a day on outdoor exercise. This regional campaign offers a host of activities including the distribution of free milk cartons to schools, a dedicated health and nutrition education programme and Jr NBA camps.

**Issued by NBA Asia, Limited. For more information, please contact:**

*NBA Asia*

Roger Ong

Tel: (852) 2843 9623

E-mail: [rong@nba.com](mailto:rong@nba.com)

*Dutch Lady Milk Industries Berhad*

Ahmad Ridzuan (Reed) Samsudin

Tel: (603) 7953 2600

Email: [ahmadridzuan.samsudin@frieslandcampina.com](mailto:ahmadridzuan.samsudin@frieslandcampina.com)