

# press release

## Dutch Lady organised running event for school children

*Larian Cergas Ceria Dutch Lady in partnership with the Ministry of Education aims to raise awareness about good nutrition and healthy lifestyle through physical activity*

**KOTA BHARU, 13 October 2016** – Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) in partnership with the Ministry of Education and State Education Department has organised the *Larian Cergas Ceria Dutch Lady 2016* for students of Sekolah Kebangsaan Datu' Hashim Pengkalan Chepa.

The event saw almost a thousand students take part in a 3-kilometer run around the town of Pengkalan Chepa and included obstacle course activity in an effort to inculcate a healthy lifestyle as well as improve the health and well-being of the community. The initiative is in line with the leading dairy company's mission to help Malaysians move forward in life with trusted dairy nutrition.

The *Larian Cergas Ceria Dutch Lady 2016* was officiated by Deputy Minister of Education 1, Dato' P.Kamalanathan P.Panchanathan.

"In addition to educating students about the academic skills and knowledge, the school management is also responsible for fostering life skills amongst them. It is thus imperative that nutrition education and healthy living becomes a top-of-mind topic that is instilled into each student," said **YB Dato' P. Kamalanathan, Timbalan Menteri Pendidikan I**, during his speech.

"Dutch Lady Malaysia was inspired to create the running event to raise awareness among our younger generation about the importance of good nutrition and physical activity to ensure that our children lead a healthy lifestyle. The growth and development of each child is actually interdependent on nutrition and daily exercise," said **Dato' Dr. Mhd**



**Nordin Mohd Nor, Board Member, Dutch Lady Malaysia** in his remarks.

Research from the Southeast Asia Nutrition Survey (SEANUTS) conducted by Dutch Lady Malaysia's parent company FrieslandCampina, shows that almost half of the children surveyed suffer from a lack of Vitamin D, while 1 out of 20 had malnutrition due to unbalanced nutritional choices and a lack of physical activity. These are issues which initiative such as this aimed to address.

The *Larian Cergas Ceria Dutch Lady 2016* is an extension of the company's *Drink.Move.BeStrong* awareness campaign launched in 2014 to encourage families to become stronger physically and emotionally through nutritional intake of milk and engaging in physical activity.

END

**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, the South East Asian Nutrition Surveys (SEANUTS) study was commissioned to study the nutritional status and insufficiency thereof found to be present in South East Asian children up to 12 years old.

**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 11.4 billion euros, Royal FrieslandCampina is one of the world's five largest dairy companies, supplying consumer and professional products, as well as ingredients and half-finished products to the food industry and the pharmaceutical sector around the world. Royal FrieslandCampina has offices in 28 countries and almost 22,000 employees, and its products are available in more than 100 countries. The Company is fully owned by Zuivelcoöperatie FrieslandCampina U.A, with 19,244 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).

**Issued by Dutch Lady Milk Industries Berhad**

Ahmad Ridzuan (Reed) Samsudin

Tel: 03-7953 2600/ Email: [AhmadRidzuan.Samsudin@frieslandcampina.com](mailto:AhmadRidzuan.Samsudin@frieslandcampina.com)

**Through essence Burson-Marsteller**

Elliza Rahim/ Nur Liyana

Tel: 03-7493 5588

Email: [elliza@my-essence.com](mailto:elliza@my-essence.com)/[nurliyana@my-essence.com](mailto:nurliyana@my-essence.com)

