

# A healthy tribute to breakfast

Event to promote first meal of the day to be held at UPM

**M**ILO will be holding the Malaysia Breakfast Day on May 5 at Universiti Putra Malaysia in Serdang. It will be filled with fun and engaging activities for all Malaysians to unite and celebrate the first meal of the day.

The Malaysia Breakfast Day will be a yearly affair set for the first Sunday of May.

"Despite knowing that breakfast is the most important meal of the day, many still do not have the habit of taking breakfast in the morning. We hope to address this issue through impactful on-ground activities to make a change

towards a healthier lifestyle among Malaysians, starting with a healthy yet simple breakfast," said Milo and Nestlé Products Sdn Bhd consumer marketing manager Ng Su Yen.

The Malaysia Breakfast Day is the highlight of the "Milo Breakfast Champion" roadshow which has been held in several shopping complexes.

Families and shoppers had a good time when the roadshow hit the concourse area of 1Utama Shopping Centre recently.

Milo offered the public a lineup of various interesting activities, with stage performanc-



**Giving their thumbs-up:** Children showing their support for their favourite drink with Milo mascot Buddyz during the roadshow at 1Utama.

es, cooking demonstrations, nutrition talk and interactive games aimed at increasing the awareness of breakfast throughout Malaysia and encourage breakfast habits amongst Malaysians.

The first 200 participants were treated to a free breakfast set, with the drink to kick-start their day. Others did not miss out as well as they managed to redeem Milo goodie bags containing exclusive Milo premiums upon participating in all the games.

Several 'Breakfast Movement' games, 'Breakfast Myth Debunk', 'Breakfast Goodness', and 'Nutrition Champion' provided a fun element while highlighting healthy breakfast facts.

The event also offered a wellness session to encourage parents and children to maintain balanced and healthy lifestyle. The session included demonstrations on quick and healthy breakfast for every age group.

This event is in line with the recently announced nationwide campaign themed 'The Milo Breakfast Movement'.

The concourse roadshows have already hit Queensbay Mall, Penang (Feb 28 - March 3), Kuantan Parade, Pahang (March 8-10 March) and Sutera Mall, Johor (15 - 17 March) and will be held at Mahkota Parade, Malacca from May 10 to 12 and One Borneo Mall, Kota Kinabalu in June.