

Breakfast Day gathering postponed

Date of campaign at UPM changed to May 19

THE Malaysia Breakfast Day, which was scheduled to take place on May 5, has been postponed to avoid clashing with the 13th general election.

The biggest breakfast gathering in Malaysia, aimed at raising awareness on the importance of breakfast, will now be held on May 19.

The venue remains at Universiti Putra Malaysia (UPM).

The event will be filled with energetic activities and the key highlight of the day will be the 7km and 3km day run.

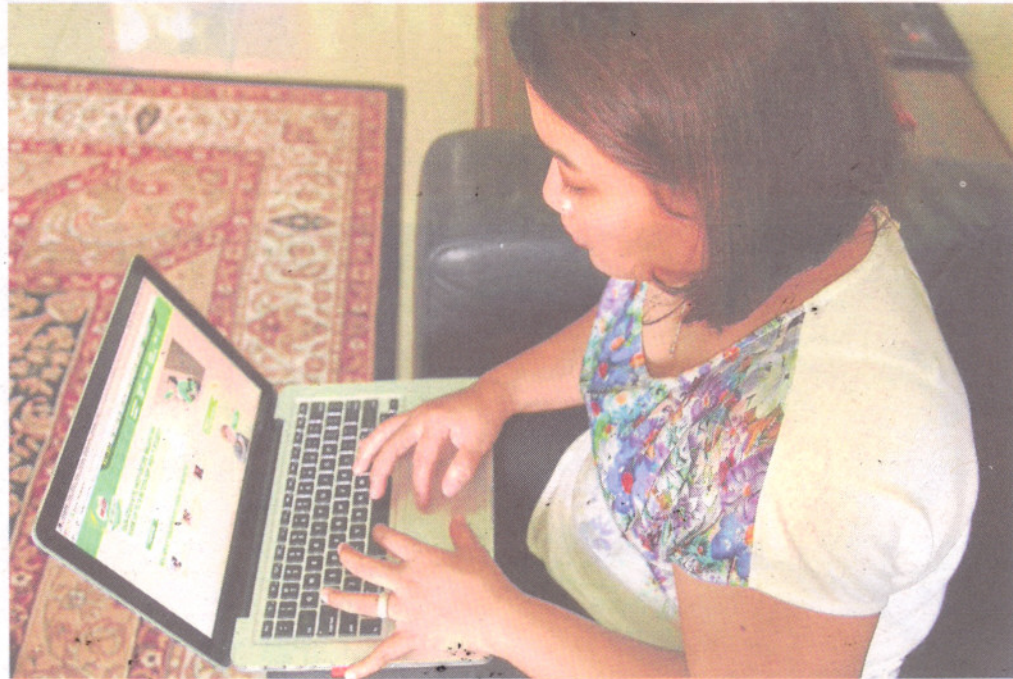
A series of interesting activities for the public has also been lined up including interactive games, performances, wellness check-

ups and a wide variety of Malaysian breakfasts served for all.

Milo Malaysia is running a digital Milo Breakfast movement across Malaysia via its website, www.milo.com.my/breakfast in its efforts to raise a minimum of 100,000 breakfast pledges.

This effort aims at reaching out to citizens of the online world to extend Milo's breakfast message and to drive fellow Malaysians to bring the breakfast habit back into their daily diet as a great way to stay healthy.

Milo will contribute 100,000 nutritious breakfasts to Malaysians once it reaches the support of



Submitting her goals: Shalin pledging her support for the Milo Breakfast Movement campaign.

100,000 pledges.

Malaysians are invited to submit their Milo breakfast goals at www.milo.com.my/breakfast, until April 28.

These aspirational goals need to be aligned with the Milo Breakfast Movement values encompassing the role of breakfast, nutrition, active lifestyle, sports and energy. The goal should also be achievable within Malaysia.

"My mother, who has always been my pillar of strength throughout my bowling days, used to say: "Shalin, don't forget to start your day early with a good breakfast as it provides you the energy to achieve your daily goals".

"She is my inspiration and support and I am delighted to hear that Milo is helping Malaysians achieve their goals through its

Breakfast Movement campaign," shared national bowler Shalin Zulkifli.

To show her support, Shalin's goal is to motivate the children at her bowling academy to take their skills to the next level, and unearth bowling champions of the future by starting the day with a healthy breakfast.

The top 20 finalists of the Milo Breakfast Movement contest will receive monetary support from Milo to help them achieve their personal goals.

The winners will be chosen by a combination of the strength of their online support for their pledge and a jury selection according to the contest criteria.

The winners chosen will be announced during Malaysia Breakfast Day.

For details, visit www.milo.com.my/breakfast.