

# Breakfast – a habit worth maintaining

**W**E have all heard that breakfast is the most essential meal of the day but how many people in Malaysia have breakfast every morning?

MILO Malaysia has a long history of corporate social responsibility that has grown and evolved with the times in order to meet the demands of the modern society. As the leader of the chocolate malt beverage segment in Malaysia, MILO believes that it has a responsibility to educate consumers on the importance of breakfast, as research and studies have confirmed time and again that breakfast is indeed the most important meal of the day.

As a committed advocate of balanced breakfast habits, MILO announced earlier this year its ambitious goal of encouraging Malaysians to start their day right with a nutritious and balanced breakfast by unveiling a nationwide campaign themed 'The MILO Breakfast Movement'.

The campaign focuses on deepening the relevance of breakfast and at the same time inspiring and educating Malaysians about healthy eating. The MILO Breakfast Movement campaign employs multiple avenues in engaging fellow Malaysians through behavioural-change activities therefore encouraging them to take on the breakfast habit all year round.

As a preamble to The MILO Breakfast Movement, one of MILO's platforms in reaching out to Malaysians to drive change among Malaysians is through its nationwide on-ground activities, the MILO Breakfast Champion road show at shopping malls and the MILO Breakfast Movement at public areas where

educational activities are conducted to further instil the importance of breakfast among Malaysians.

MILO has also revamped its famous MILO energy truck and is reaching out at public areas such as parks, LRT stations and media houses to give out breakfasts and to ensure the campaign receives maximum exposure.

Apart from that, MILO is currently running a digital MILO Breakfast Movement across Malaysia via its website and

has to date collected more than 100,000 pledges. The campaign, which aims to drive the nation to bring the breakfast habit back in their daily diet, invites Malaysians to show their support for healthier mornings.

To further reinforce the importance of breakfast, MILO championed the Malaysia Breakfast Day – a breakfast gathering in Malaysia to celebrate the breakfast occasion together. The Malaysia Breakfast Day was held last Sunday at University Putra Malaysia and was open to the public.

Malaysia Breakfast Day was not just confined to the grounds of UPM, it was also supported by people from across the country who were encouraged to take part in the event by having breakfast at home at the same time.

The event was filled with fun activities such as the Malaysia Breakfast Day Run, which was a seven-kilometre run for adults and a three-kilometre run that was open for families. There was also various activities including interactive sports games, wellness check-ups and performances. A sumptuous spread of popular Malaysian breakfasts was also served for those who attended the event.

