

MALAYSIANS turned up in droves at the Malaysia Breakfast Day hosted by Milo Malaysia at Universiti Putra Malaysia recently.

The gathering was held in conjunction with the nationwide The Milo Breakfast Movement campaign which was aimed at creating awareness of the importance of breakfast among Malaysians.

Milo collaborated with various third parties to prepare a wide breakfast selection that represented the variety of Malaysian cuisine.

Breakfast meals such as *putu mayam*, half-boiled eggs, *chee cheong fun*, *nasi dagang* as well as healthy and light sandwiches and salads were available.

Nestlé Bhd managing director Alois Hofbauer flagged off a total of 7,589 runners in the Fun Run, with the 7km run designed for serious runners while the 3km run designed for parents and children.

"We are happy to have Malaysians who started the morning with a run before enjoying breakfast," said Nestlé Dairy Business Unit executive director Ho Hau Chieh.

"A lot of Malaysians are aware that breakfast is important. However, our busy lives tend to make us think that skipping breakfast is okay.

"The objectives of Malaysia Breakfast Day hit a home run when we combine a day of entertainment, education, bonding and, at the same time, are reminded of the benefits of a balanced breakfast every day."

Ho stressed that Malaysia Breakfast Day was not a one-time event.

"We are here to stay and so is the campaign. The day will be held every year to keep the momentum going as the healthy breakfast habit should be adopted actively and not just in the heat of the moment," he said.

Attendees at the Malaysia Breakfast Day were seen engaging with Celebrity Master Chef Sabri Hassan who demonstrated healthy breakfast recipes such as the Milo Muesli with Assorted Fruits and Milo Pancakes served with Fruit Salsa and Vanilla Sauce.

Free health screening was held at the Milo Wellness Tent for attendees to check their blood pressure and body mass index.

Nestlé Products Sdn Bhd corporate wellness manager Cher Siew

Malaysians breakfast as one

They take part in Fun Run before enjoying wide selection of food



Wei was present to share with participants on the importance of breakfast for children and adults.

Milo Malaysia urged those at Malaysia Breakfast Day to continue submitting their pledges to support the campaign and its cause.

With more than 100,000 pledges to-date, Milo will translate them into breakfasts for young Malaysians to adopt the habit of breakfast from a young age.

The day saw a stream of supporters from all walks of life including Ho Ro Bin (World Champion for the World Wushu Championship in 1999 and 2005), Moh Siew Wei (100m national record huddler), Nurul Fatiha (national gymnast coach and RTM sports presenter), Linora Low (deejay and health enthusiast), and Aida Sue.



Sit-down breakfast: Attendees enjoying their breakfast at Milo's first Malaysia Breakfast Day gathering.

Pre-breakfast run: Hofbauer flagging off the Malaysia Breakfast Day Run.