

An Invitation to

Vitagen[®] **Healthy Tummies** **Roadshow 2009**



In support of
World Digestive Health Day 2009



Cordially invite you to

“VITAGEN Healthy Tummies Programme Petaling Jaya Roadshow 2009”

Date : November 6 – 8, 2009 (Fri – Sun)
Time : 10am – 10pm
Venue : Sunway Pyramid, Petaling Jaya (Blue Concourse)

*Kindly RSVP by November 5, 2009 to the VITAGEN Healthy Tummies Programme Secretariat at
03-5621 1408*

Organised by

Vitagen[®]

Collaborators:



Malaysian Society of
Gastroenterology & Hepatology



Positive Parenting
by Malaysian Paediatric Association



Nutrition Month Malaysia
by NSM, MDA, MASO



National Cancer Council

VITAGEN Healthy Tummies Programme

WHAT is VITAGEN Healthy Tummies Programme?

VITAGEN Healthy Tummies Programme (VHTP) is an educational vehicle established to facilitate the promotion of digestive health amongst the public.

It is part of a community service initiative by Malaysia Milk Sdn Bhd, being a leading manufacturer of nutritious fortified dairy products and juice drinks, with brands that are established market leaders such as VITAGEN cultured milk.

WHO are we?

VHTP is sponsored by VITAGEN, a flagship of Malaysia Milk Sdn Bhd. The company pioneered the launch of VITAGEN, Malaysia's first cultured milk, in 1977.

As a strong advocate of prevention through education, VITAGEN intends to embark on an education campaign through VITAGEN Healthy Tummies Programme (VHTP) with various expert organisations.

VHTP is involved in

- >'World Digestive Health Day' by Malaysian Society of Gastroenterology & Hepatology
- >Positive Parenting Programme by the Malaysian Paediatric Association
- >Nutrition Month Malaysia Programme comprising of Nutrition Society of Malaysia, Malaysian Association for the Study of Obesity & Malaysian Dietitians' Association

WHY was VITAGEN Healthy Tummies Programme established?

Digestive system disease is prevalent worldwide and is one of the leading causes of death as reported in hospitals of the Ministry of Health, Malaysia.

HOW do we drive the education of digestive health?

VHTP seeks the collaboration of expert organisations in their prevention-management efforts with the aim to reduce prevalence of digestive system diseases. The expert organisations provide the technical expertise while VHTP establishes educational programmes to focus on reaching the general public.

VHTP consists of educational media & press activities, publications, as well as community events targeted at children and adults.

WHEN will VHTP kick start its activities?

VHTP invites everyone to join in the fun and learn more about digestive health on Nov 6-8, at its roadshow at Sunway Pyramid, Petaling Jaya. Our events comprise of fun family-oriented activities. We will also be organising another roadshow in Johor on Nov 27-29.

VITAGEN

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