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Celebrate Malaysia's first 'Nestle World's Ice Cream Month'

PETALING JAYA: Nestlé Ice Cream, the leading ice-cream manufacturer in Malaysia, known for its quality and trusted brands will be hosting Malaysia's first 'Nestlé World's Ice Cream Month' from September to October 2014.

Ice Cream Month was first introduced in 1984 in the United States of America to celebrate ice cream's reputation as the perfect dessert and snack enjoyed by many. Adopting this idea, Nestlé Ice Cream is bringing this celebration back home to remind Malaysians of the simple pleasures of enjoying ice cream.

"Nestlé World's Ice Cream Month is about bringing smiles to Malaysians. We want to inject the fun back into ice cream and remind Malaysians that special moments can be as simple and fun as enjoying Nestlé ice cream with family and friends," said Ms Yit Woon Lai, Business Executive Manager of Nestlé Ice Cream.

"After all, nothing can be more fun than cooling down with Nestlé ice cream in our hot weather!" added Yit.

The campaign will feature numerous activities including the iconic Nestlé Ice Cream Roving Trucks which will visit main cities in Peninsular Malaysia as well as roadshows at leading hypermarkets and supermarkets. To further bring smiles, there will also be a 'Nestlé

Ice Cream Happy Hour' where free Nestlé ice-creams will be given away to consumers.

Highlight of the campaign is the Nestlé World's Ice Cream Month's 'Smile, Snap, Share and Win' contest where Malaysians stand to win fantastic prizes worth up to RM 100,000 including the grand prize of a travel package to Gold Coast, Australia.

Elaborating further on the contest, Yit commented that "Ice cream plays a role in many cherished moments - from the anticipation of waiting for the ice cream man to waft through your neighbourhood to the excitement of sharing a tub with your first love.

This photo contest is a great way for Malaysians to capture and share their moments with Nestlé Ice Cream and be rewarded for it."

In line with the theme of bringing smiles, the contest also gives Malaysians the opportunity to contribute to one of the three charity causes selected by Nestlé Ice Cream - either building homes for indigenous communities, helping children in need or supporting a local food aid programme.

"We want to collaborate with Malaysians and get them involved in spreading smiles to those in need. With every contest submission, we will donate RM 1.00 to either one

of these three causes chosen by the participant. The more entries we received, the larger the donation will be," explained Yit.

To participate, all one need to do is:

Step 1: Purchase any Nestlé Ice Cream product and snap a photo of their best smile with it

Step 2: Add a creative caption to the photo, describing why Nestlé Ice Cream makes you smile

Step 3: Hashtag the charity cause they choose to support

-MyKasih Foundation #wicm4foodaid

-Shelter Home for Children #wicm4children

-EPIC Homes #wicm4building-homes

Step 4: Share the photo on Nestlé World's Ice Cream Month's Facebook app or on their personal Instagram, Twitter and Facebook account

All submissions will be collated and published onto a Photo Gallery on the Nestlé World's Ice Cream Month Facebook app.

Consumers can also take part in this contest via the Nestlé Ice Cream Roving Trucks and on-ground roadshows at participating hypermarkets and supermarkets.

The Nestlé World's Ice Cream Month contest will go live from September 1 to October 31, 2014. For more information, visit <http://bit.ly/Nestle-WICM>.

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