



Press Release For Immediate Release

Greenfields Milk to Cycle for a Good Cause and Better Health

Company Sponsors 40-strong Cycling Team at the OCBC Cycle Challenge

Singapore, 28 March 2014 – A group of 40 cyclists, sponsored by Greenfields Milk, have come together in an effort to not only revel in their enjoyment of cycling, but to also promote the importance of maintaining a healthy lifestyle .

In line with recent efforts by the Singapore Health Promotion Board (HPB) to promote healthy living through diet and exercise, 40 employees and friends of Greenfields Milk have signed up for the 2014 OCBC Cycle Challenge scheduled for 30 March, 2014. Earlier this month, the HPB launched the *One Million KG Challenge* to address the growing issue of obesity in Singapore. According to data released by the HPB, 1.7 million Singaporeans are already at risk of obesity-related diseases.

Through their participation, the Greenfields Milk team aims to promote the larger message of healthy living and the benefits of exercise and greater dietary awareness. In addition, the team is directing their efforts towards the benefit of a number of good causes by helping to raise funds for the Dover Park Hospice, SingHealth Transplant TrueFUND, Singapore Children’s Society, and the SportCares Foundation.

“At Greenfields, we think it is important to promote healthy living, staying active, and making good dietary choices,” said Jan Gert Vistisen, Head of Sales and Marketing, AustAsia Food Pte Ltd. “By sponsoring the Greenfields Milk team in the OCBC Cycle Challenge, we have an opportunity to do just that while also supporting some very good causes at the same time.”

Earlier this month, Greenfields released polling data which highlighted a number of interesting consumer statistics – most notably, that 6 in 10 Singaporeans admit to not reading food labels and being aware of what they are consuming. This figure is especially alarming in light of the HPB information showing the prevalence of obesity in Singapore on the rise.

“We’re excited to be a part of this year’s OCBC Cycle Challenge and help bring greater awareness to such an important issue for Singapore,” added Gert Vistisen. “The Greenfields Milk cycling team embodies our strong support for a healthy Singapore, and is evidence that we’re not just talking the talk when it comes to promoting a good diet and exercise, we’re cycling the course.”

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About Greenfields

For over 15 years, Greenfields Milk has provided Southeast Asia with the freshest milk available - and has done it the 'Honest' way. With the knowledge that happy cows make great milk, our state-of-art farm facility in the beautiful highlands of East Java, Malang, Indonesia is home to over 6,000 Holstein cows that are ethically treated and scientifically managed by a team of veterinarians and nutritionists. These happy cows produce an average of 27 million liters of fresh milk a year. Our fully-integrated dairy farm also ensures that Greenfields Milk is delivered faster and fresher, right to your supermarket and your fridge, in keeping with our promise of delivering 'Honest Milk'. Producing 'Honest Milk' is a reflection of the company's promise to provide only the best quality milk that's fresh and completely free of additives, preservatives and hormones. We also have our own brand of mozzarella cheese which is made to a classic Italian recipe and held to the same high standards. We distribute our products all around Southeast Asia, including Cambodia, Hong Kong, Indonesia, Malaysia, Myanmar, Philippines and Singapore. For more information, visit us at www.greenfieldsmilk.com.

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