



## **Cadbury Dairy Milk Contributes RM80,000 To Create a Meaningful Raya for 1,100 Low Income Families**

*Cadbury Dairy Milk Collaborates with Food Aid Foundation to  
Distribute Essential Food Items to More Than 4,000 Beneficiaries*

**KUALA LUMPUR, 04 June 2021** – As the COVID-19 pandemic continues to challenge our routine and norms, many lower income families continue to be left vulnerable, especially as they are faced with limited resources to provide for themselves and their families. The unpredictability of the situation has also dampened hopes of celebrating Raya with family and friends.

In this time of need, Malaysians have banded together to show that *There Is Goodness In Everyone* with many reaching out to the community in need either by making donations to their local charity, or extending support by contributing essential necessities. Inspired by this act of kindness and generosity, Cadbury Dairy Milk, the leading confectionery brand under Mondelez International has collaborated with the Food Aid Foundation to be part of their movement to bring relief to those experiencing the negative impact of COVID-19.

This Ramadan, Cadbury Dairy Milk rallied Malaysians to bake from the heart with a campaign aptly themed ***Kuih Raya Dari Hati***. Malaysians were invited to recreate classic kuih raya recipes that are infused with the deliciousness of Cadbury Dairy Milk, such as Chocolate Cake Batik, Cadbury Cheese Biscuits, Cadbury Almond London, Cadbury Chocolate Tarts. They then shared their photos on social media with the hashtag ***#KuihRayaDariHati*** where each post contributed to a special Raya Care Pack that consisted of essential items, *duit raya* and homemade Cadbury Dairy Milk Kuih Raya being gifted to the 500 low income families, coordinated by Food Aid Foundation.

The campaign directly benefited more than 4,400 beneficiaries coming from 1,100 families with a total contribution of RM80,000 in-cash donations to Food Aid Foundation in support of their community programme. RM30,000 of the contribution was a result of the Cadbury Dairy Milk and OREO partnership with 99 Speedmart where RM0.50 of each purchase of two Cadbury Dairy Milk share bags or two OREO packets were allocated for this initiative. The contributions focused on supporting single mothers and their children and low-income families.

“We are living in unprecedented times that have called for us to unite and learn together on how we can keep our families and loved ones safe, healthy and supported at this time. We are grateful to everyone that participated in the ***#KuihRayaDariHati*** initiative and we’re delighted that the collective efforts have created a meaningful Raya for the beneficiary families. We would also like to express our immense gratitude to Food Aid Foundation who work endlessly in support of the communities,” said **James Kane, Managing Director of Mondelez International, Malaysia and Singapore**.

This donation is a continuation of Cadbury Dairy Milk’s initiative in May 2020 to reach out to low income families by contributing much needed essential items during the initial outbreak of COVID-19.

Noor Amilan Che Azmi, a single mother and one of the beneficiaries shared, “In normal circumstances, we would visit our families and friends to celebrate Hari Raya, but this year it was different. Thank you for the thoughtful Care Pack, *duit raya* and *kuih raya*, as a little means a lot for my family and I.”

“This year’s Raya celebration is certainly not the same, but I’m very thankful for the kind gesture to make it a bit more festive for my children,” added another beneficiary, Puteri Yong Suri.

Food Aid Foundation is a non-profit organisation and a community food bank that aims to optimise food excess by collecting and distributing it to people in need, such as welfare homes, soup kitchens, refugee communities, Orang Asli and many more.

For more information on Cadbury Dairy Milk Malaysia, check out <https://www.facebook.com/CadburyMalaysia>. To learn more about the efforts of Food Aid Foundation, visit their website [foodaidfoundation.org/](http://foodaidfoundation.org/) or [facebook.com/foodaidfoundation](https://www.facebook.com/foodaidfoundation).

### **About Mondelez International**

Mondelez International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2020 net revenues of approximately \$27 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO* cookies, *beVita* breakfast biscuits and *LU* biscuits; *Cadbury Dairy Milk* chocolate, *Milka* chocolate and cookies, *Toblerone* chocolate; *Sour Patch Kids* candy, *Trident* gum and many more. Mondelez International is a member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit [mondelezinternational.com](http://mondelezinternational.com) and follow us on Twitter at [www.twitter.com/MDLZ](https://www.twitter.com/MDLZ).

### **About Mondelez International (Malaysia)**

Mondelez International is part of the Mondelez International group of companies which empowers people to snack right in over 150 countries around the world, with a strong presence in Southeast Asia. With 2020 net revenues of approximately USD 27 billion, Mondelez International is a member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index.

Mondelez International is leading the future of snacking with iconic global and local brands such as *Cadbury Dairy Milk* chocolate, *Cadbury Zip* chocolate wafer, *Cadbury 5 Star* chocolate, *Toblerone* chocolate, *OREO* cookies, *Chipsmore* cookies, *Jacob's* biscuits, *Tiger* biscuits, *Philadelphia* cheese, *Kraft* cheese, *Chachos* chips, *Chipster* chips, *Twisties* snacks and many more. We've been part of Southeast Asia for more than 70 years, with operations in Malaysia, Indonesia, the Philippines, Singapore, Thailand and Vietnam. Our +7,000 colleagues work across our ten manufacturing locations – including the plants in Shah Alam and Prai – two research and development technical centers and our sales and marketing network to create products that people can truly love and feel good about. From wholesome to indulgent bites, consumers can enjoy the right snack, for the right moment, made the right way.

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### **About Food Aid Foundation**

Food Aid Foundation is a non-profit organization that serves as a food bank where manufacturers, distributors, wholesaler, retailers, companies or people within the community can donate food items to be distributed to charitable or welfare homes, volunteer welfare organisation, low income families, destitute individuals and soup kitchen. To learn more about Food Aid Foundation, visit [foodaidfoundation.org/](http://foodaidfoundation.org/) or [facebook.com/foodaidfoundation](https://www.facebook.com/foodaidfoundation).