



**PRESS RELEASE  
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## **Central Sugars Refinery and NADI Brings ‘Healthy Lifestyle, Fight Diabetes’ Roadshow to Batu Pahat, Johor**

**BATU PAHAT, JOHOR, 28 APRIL 2019:** The two-day ‘*Promote Healthy Lifestyle, Fight Diabetes*’ roadshow organised by the National Diabetes Institute, Malaysia (NADI) and supported by Central Sugars Refinery Sdn Bhd (CSR), has begun today at Dewan Orang Ramai, Jalan Chan Peck Guan, Taman Rona, Parit Raja, Batu Pahat, Johor.

The roadshow, which takes place from 9:00am to 5:00pm, is aimed at promoting a healthy lifestyle among rural and urban Malaysian communities; educating the public on the effects of diabetes and the importance of consuming sugar responsibly in accordance to our lifestyles. Free health screenings, consultations and activities such as exercise, taste challenges and activities for children will be conducted for families attending.

Recognising the need to engage the community and spread the message of consuming sugar responsibly and healthy living, CSR signed a partnership with NADI in October 2018 to work together to carry out various health-related activities for Malaysians across the country. This includes six roadshows around the country per year as well as advertorials in the NADI Diabetes magazine. The program will focus on **Better Brown Low G Sugar** that CSR launched in November 2018 aimed to provide customers with the better and healthier choice to replace white sugar, addressing market demand for much healthier options.

“At CSR, we believe in sharing the importance of healthy living and consuming sugar responsibly in accordance to our lifestyles. We are proud to have this opportunity to collaborate with NADI in this wonderful ‘*Promote Healthy Lifestyle, Fight Diabetes*’ campaign. Through this partnership, we are able to reach out to Malaysians, to share the importance of living an active lifestyle with regular exercise, to monitor our food intake through measures such as practicing a low GI diet and most importantly to consumer sugar responsibly,” said Hishammudin Hasan, Chief Executive Officer of CSR.

Speaking on the importance of a healthy lifestyle and combating diabetes, Emeritus Professor Dato' Dr. Mustaffa Embong, Executive Chairman (Honorary) of NADI, said: “Prevention is key. It is crucial to start taking precautionary measures to curb diabetes and other associated conditions by practicing a healthier lifestyle through regular exercise and monitoring your diet. Our focus remains the same and together with the support of CSR, we want to continue to

engage with Malaysians throughout the country to inform them on the importance of leading a healthy lifestyle and to proactively monitoring their health.”

The ‘Promote Healthy Lifestyle, Fight Diabetes’ Programme will be making its round nationwide to other states. The next one roadshow will be held in Alor Setar Mall on 14 to 15 June 2019. The roadshow is open to all members of the general public.

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### **About Central Sugars Refinery Sdn Bhd**

CSR is one of the leading producers of quality sugar products in Malaysia. Starting life out as the United Malay State Sugar Industries (UMSSI) in 1965, Central Sugars Refinery stepped out into the world with a small yet noble dream; to be Malaysia’s go-to name when it comes to sugars and sweeteners. Nearly half a century later, that dream is still fuelling the dedication and commitment of our employees.

From a modest sugar melting capacity of 150 metric tonnes at inception, CSR now churns out 1800 metric tonnes a day providing only the finest sugar and specialty sweetener ingredients for consumers, retailers, foodservice distributors, food manufacturers, culinary professionals and specialty markets across Malaysia.

In 2018, CSR introduced the **Better Brown Low GI Sugar**, its new sweetener product which is a healthier option to traditional white sugar as it is naturally Low Glycemic Index (GI). The first in Malaysia and Asia, the **Better Brown Low G Sugar** will be more slowly digested, absorbed and metabolized. This leads to a lower and slower rise in blood glucose, thus helping consumers to sustain energy longer and curb hunger cravings. Low Glycemic is a relative ranking of carbohydrate in foods according to how they affect blood glucose levels. While the GI count of regular white sugar stands at  $69 \pm 5$ , **Better Brown Low G Sugar** carries a GI count of 55 or less and yet provides the same sweet taste, making it suitable for use in food and drinks preparation.

### **About the National Diabetes Institute, Malaysia**

**The National Diabetes Institute (NADI)** is established to provide a dedicated and comprehensive service to prevent and control diabetes, its complications and associated diseases.

NADI is a **non-profit, non-governmental organisation (NGO)** managed by a Board of Trustees, comprising of Founding and Elected members and representatives from the Malaysian Endocrine and Metabolic Society (MEMS), Diabetes Malaysia (DM) and Ministry of Health (MOH), Malaysia, with our Prime Minister YAB Tun Dr. Mahathir Mohamad as Patron.

#### **The main objectives of NADI are:**

1. To be a National Diabetes Education Resource Centre for the country
2. To establish and run a comprehensive health facility including a National Diabetes Hospital for the management of diabetes and its complications
3. To create and maintain a National Diabetes Registry
4. To coordinate and conduct research in diabetes and related conditions in Malaysia

5. To be the national coordinating centre for diabetes in Malaysia in respect to statistics, education, management, research, policy and planning on diabetes and associated diseases
6. To prevent diabetes and associated cardiometabolic conditions such as high blood pressure, high blood cholesterol and heart disease through the promotion of healthy lifestyle

*Issued on behalf of Central Sugars Refinery by Perspective Strategies:*

*For media enquiries, please contact:*

**Melissa Norris**

Associate Director

Perspective Strategies

Sdn Bhd

+6016-273 8308

[melissa.norris@perspective.com.my](mailto:melissa.norris@perspective.com.my)

**Zurinna Raja Adam**

Senior Consultant

Perspective Strategies

Sdn Bhd

+017-752 8998

[zurinna.rajaadam@perspective.com.my](mailto:zurinna.rajaadam@perspective.com.my)