



**PRESS RELEASE  
FOR IMMEDIATE DISSEMINATION**

## **NADI And Central Sugars Refinery Hosted First ‘Promote Healthy Lifestyle, Fight Diabetes’ Roadshow in Klang**

**KLANG, SELANGOR, 15 APRIL 2019:** The National Diabetes Institute, Malaysia (NADI), supported by Central Sugars Refinery Sdn Bhd (CSR), kick-started its first *‘Promote Healthy Lifestyle, Fight Diabetes’* Roadshow at Sekolah Jenis Kebangsaan Tamil in Taman Sri Andalas, Klang on 13 and 14 April 2019.

The two-day programme, which started from 9:00am to 5:00pm was aimed at promoting a healthy lifestyle among rural and urban Malaysian communities. With participation from Pejabat Kesihatan Daerah Klang (PKD Klang), the roadshow featured free health screenings, consultations and activities to educate families on the importance of consuming sugar responsibly in accordance to our lifestyles. The roadshow also educated the public on the effects of diabetes and provided tips for optimal control of diabetes and other associated conditions. The roadshow will be expanded to five other locations nationwide to benefit more people throughout the year.

CSR has been ramping up its efforts in creating awareness since November last year, when the company launched the **Better Brown Low GI Sugar**, its new sweetener product which is a healthier option to traditional white sugar. As such, this roadshow was one of CSR’s initiatives to promote this sugar, to encourage people to consume sugar responsibly and to spread the awareness on the need to adopt a healthy lifestyle through measures such as practicing a low GI diet.

“CSR is proud to partner with NADI to continue our efforts in raising awareness of consuming sugar in a responsible manner. Through these roadshows, we hope to educate and encourage the public to make wise choices by practicing a low GI diet and considering the **Better Brown Low G Sugar** as another alternative for a healthier option. Nevertheless, Malaysians must recognise that living an active lifestyle with regular exercise and monitored food intake is critical for our overall well-being,” 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: “Chronic conditions such as diabetes can be quite daunting, which is why it is so important for Malaysians to be made aware on the effects of diabetes. It is important to know what

preventive measures can be taken to avoid the onset of diabetes or other associated diseases, as well as obtaining an early diagnosis so that effective treatment can be provided.”

“Together with CSR, NADI looks to engage with Malaysians through educational and fun activities that highlight the importance of leading a healthy lifestyle and to proactively manage their health. We are delighted to have the support to take this roadshow around the country,” he added.

The ‘*Promote Healthy Lifestyle, Fight Diabetes*’ Programme, organised by NADI and supported by CSR, will be making its round nationwide to other states. The next one will be held in Batu Pahat, Johor between 28-29 April from 9:00am to 5:00pm. The roadshow is open to all members of the general public.

**-END-**

### **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**

Senior Consultant

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)