



## **PRESS RELEASE**

### **Nestlé Healthy Kids and TEDDS collaborate to teach nutrition**

**LAHORE, April 28, 2014:** Nestlé, the world's leading Nutrition, Health and Wellness (NHW) Company, has signed a Memorandum of Understanding (MoU) – as part of the Nestle Healthy Kids (NHK) programme – with the Trust for Education and Development of Deserving Students (TEDDS), which educates around 5,000 students.

Pakistan is one of the three countries where half of the world's malnourished children are found. According to the National Nutrition Survey 2011, stunting and malnutrition is widely prevalent in Pakistan. These are caused by a combination of dietary deficiencies and poor child health and nutrition.

A Nestlé global initiative, Nestlé Healthy Kids (NHK) programme, aims to enhance school children's – aged 6 to 16 – knowledge about nutrition and health and promote physical activity. It was started in Pakistan in 2010. The programme has reached 50,000 children in suburban and urban areas of the country and trained 120 teachers on nutrition through partnership with CARE Foundation and Silver Oaks.

As part of the NHK program, all TEDDS Schools will feature special NHK rooms, where kids will learn more about nutrition-rich diet and healthier lifestyles. Teachers and mothers will also be trained as a part of this initiative.

"TEDDS is thrilled to partner with NHK. Nutrition knowledge is essential if we are to change the way we think about health. What better time than childhood to instill this awareness," comments Tahir Yousaf, CEO of TEDDS School.

"NHK aims to raise nutritional awareness among school-going children. It seeks to inculcate healthy habits among school-going children," says Waqar Ahmad, Head of Corporate Affairs for Nestlé Pakistan and Afghanistan. He says, "We will also be engaging with other education institutions in Balochistan, Khyber-Pakhtunkhwa and Sindh in order to further expand the reach of the programme." END

#### **About Nestlé Pakistan**

*Nestlé Pakistan is the leading NHW Company in Pakistan; meeting and exceeding all the international standards in manufacturing of their products. Nestlé Pakistan believes in creating shared value for the communities in which it operates with the focus being on Nutrition, Water and Rural Development. Nestlé Pakistan works with more than 190,000 farmers for collecting milk and engages in a number of rural development programs for community development.*

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