

### **MILO® SPORTS EVENTS FOR 2012**

The Nestle Philippines, Inc., maker of Milo® will conduct the following sports events for School Year (SY) 2012-2013:

**1. Milo® Enerjam School Tour (MEST)**

This is an activity involving students ages seven (7) years old and above, particularly those in Grades two (2) and six (6). It involves a mini-exercise program that aims to engage grade school students into developing a habit of exercising everyday as part of their journey in living a healthy lifestyle. The MEST will bring teams led by exercise instructors to thousands of elementary schools nationwide to educate the students on the benefits of everyday exercise. The Milo® aims to bring the event to over three thousand three hundred (3,300) schools nationwide, both public and private schools for SY 2012-2013.

**2. Milo® Summer Sports Clinics (MSSC)**

This is a sports program for kids that teach the basics and fundamentals of ten (10) popular sports namely, badminton, chess, football, gymnastics, karatedo, lawn tennis, swimming, table tennis, taekwondo and volleyball. Its objective is to provide a healthy summer experience full of fun and excitement while kids learn to develop essential values in life. A team of credible coaches from Manila will conduct the training in twenty five (25) key cities all over the country during the summer months of April and May.

**3. National Milo® Marathon (NMM)**

This was established in 1974 with only 747 runners. In partnership with the Philippine Olympic Committee (POC), it is considered as an integral part of the country's amateur sports development.

Now on its 36<sup>th</sup> year, the NMM will be running the elimination races in seventeen (17) cities nationwide with one (1) national finals in Metro Manila. There will be four (4) categories for the regional elimination races (3K, 5K, 10K and 21K) and five (5) (3K, 5K, 10K and 21K) categories for Manila elimination and national finals. The NMM will kick-off in Baguio on July 1 and will culminate on December 9, 2012 for the Manila National Finals.

The NMM started an advocacy two (2) years ago, which aims to help give thousands of shoes to underprivileged school children all over the country. Together with the runners, the NMM has now donated over fifteen thousand (15,000) shoes to more than one hundred twenty (120) schools nationwide. For 2012, the NMM aims to inspire ten thousand (10,000) more kids through the "Help Give Shoes" Campaign.

**4. Milo® Little Olympics**

This is an inter-school competition for elementary pupils and high school students. It is composed of four (4) regional competitions specifically in Lingayen for Luzon, Marikina for National Capital Region (NCR), Cebu for Visayas and Cagayan de Oro for Mindanao. A total of 22,000 student-athletes have competed year-on-year. And for the fourth (4<sup>th</sup>) straight year, the Milo will hold its national finals where champions from each region will have a chance to compete to each other with a "mini-Olympic" feel as manifested by a grand opening and closing ceremonies. This year, the Milo® Little Olympics National Finals will be held in Metro Manila on October 19-21, 2012.

For more information, interested participants may contact:

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