

Media: New Straits Times

Date: 24 July 2022

**EAT HEALTHY LIVE ACTIVE**

**amino VITAL**

**Amino acids 3000 mg**

**BCAA**

Suitable for all types of sports

**AJINOMOTO COMPANY ENCOURAGES MALAYSIANS TO 'EAT HEALTHY, LIVE ACTIVE'**

**AJINOMOTO** (M) Berhad (AMB) continues the initiative of spreading the awareness on "Eat Healthy, Live Active" by being the main sponsor of the Nutrition Month Malaysia 2022 for the fourth consecutive year.

This serves as part of the Ajinomoto Group Creating Shared Value (ASV) initiative in promoting the health and wellbeing of Malaysians.

The Nutrition Month Malaysia (NMM) Programme was founded in 2002 and is recognised as the nation's premier nutrition promotion initiative organised by three leading nutrition and dietetics professional organisations in Malaysia.

This year, NMM 2022 is organising the programme virtually from July 19-31, 2022 at <https://virtualfair.nutritionmonthmalaysia.org.my>.

[nutritionmonthmalaysia.org.my](https://virtualfair.nutritionmonthmalaysia.org.my).

Malaysians are invited to join NMM 2022 by visiting AMB's booth and stand a chance to win cash prizes of up to RM3,000. The more games you participate in, the higher the chances for you to win!

Besides that, there are a variety of interactive games, videos and educational materials available at the AMB booth such as trivia and information on Umami, delicious food with reduced salt content, Branched-Chain Amino Acids (BCAAs), recipes for Active Individuals and the Elderly, and many more.

Through this ASV initiative, AMB hopes that we are able to cultivate the habit of "Eat Healthy, Live Active" among Malaysians.