

PRESS RELEASE

Nestle announces start of Mekong River Crossing Competition sponsor by Milo

Phnom Penh, May 22 – Nestle, the world's largest food company and the maker of Milo chocolate tonic food drink, will officially announce on Tuesday, May 26 their exclusive sponsorship of the 2nd annual Mekong River Crossing competition.

The competition is organized by the Khmer Federation of Amateur Swimming known as FKNA.

More than 150 amateur, novice and competitive swimmers including the national swimming team from Cambodia, Thailand and Myanmar will hit the water of the Mekong across from the Royal Palace beginning at 2:30 p.m. on Sunday, May 31. All potential swimmers are encouraged to attend and participate to this unique sporting event.

“The Mekong has always played a great historical and economic role in this part of the world” said Dominique Peterhans, General Manager of Nestle Cambodia, “It crosses six countries, but Cambodia is the only country where you have this kind of competition.”

Milo, which has sponsored sports development for youth and sporting events around the world for years, is providing \$8,000 in support for this second river crossing competition.

There will be music and Milo drink sampling, and 200 ducks will be released after the competition.

Prize money will be awarded to the winners in five men's, women and children's swimming events. The events are the 3,200-meter men's free style, 1,600 meter women's free style, children's 800 meter breast stroke (ages 10-15), children's 400 meter breast stroke (ages 6-10), and amateur 800 meter free style.

“We welcome Milo invitation card for making the Mekong River Crossing Competition possible again this year and we are thankful to Nestle for helping promote swimming in Cambodia” said Hem Thon, General Secretary of the FKNA

Registration for the competition opens until May 30 at FKNA office at the Olympic Stadium swimming pool. Also registration is welcomed on the event spot in front of Royal Palace.

The FKNA will hold a press conference on the competition in May 26, 3:00 p.m. at the FKNA office, Olympic Stadium swimming pool.