

**Press Release**  
**For immediate release**

***Nuren Group launches inaugural Motherhood Choice Awards 2019.  
Nestle Unveils Official Brand Page in Motherhood Malaysia.***

***~ setting the stage for the next step in partnerships ~***

**PETALING JAYA, 3 May 2019** – After a successful three years of being the No:#1 online parenting platform in Malaysia, Motherhood.com.my is announcing their next stage of growth through brand recognition and partnerships.

The first in their series of plans is the Motherhood Choice Awards 2019. It is a campaign which seeks to reward and celebrate the brands that have made positive contributions to mum's community.

**Motherhood Choice Awards 2019**

Petrina Goh, Founder and CEO of the Nuren Group which runs the Motherhood.com.my content, community and commerce portals, explained: "Being a family-centric platform with a strong mother-and-child following, we want to tell our audience about the merits of the top brands, products and services so that moms and dads can learn about, recognize and make informed purchasing decisions.

"To simplify the search for the most outstanding products and services, we created Motherhood's Choice 100 on Motherhood.com.my where we showcase all these brands. This effort in promoting the best brands is also in line with the government's commitment to regulate and improve child safety measures. As such, only the best quality, safest and most innovative products would be highlighted. They would also be in the running for the award."

The Motherhood Choice Award will thus go to the brands that receive the most thumbs-up in the form of votes from Motherhood's community and the public.

Nominations for the award programme began as early as March and winners will be announced in June.

## **Nestle Unveils Official Brand Page in Motherhood Malaysia**

The second in Motherhood's series of plans is the launch of the Official Brand Page on Motherhood.com.my. This feature will allow brand owners and authorized distributors to create a one-stop hub to manage their content, e-commerce and community. At the same time, the hub which guarantees information shared and products sold are 100% authentic and fully registered, also aims at creating stronger brand loyalty among the millions-strong members and followers of Motherhood.com.my.

The event saw Nestle Malaysia becoming one of the brand partners of Motherhood.com.my. They announced their partnership with the unveiling of their Official Brand Page on the Motherhood platform. With this Brand Page, Nestle is now able to combine strengths from their own campaigns with Motherhood's and leverage on the increased audience pool to create awareness for their brand and showcase their products.

Present at the ceremony were the Nestle team comprising Eu Khean Wong, Kenny – Business Executive Office, Nestle Infant Nutrition, Lim Sze Mun – Digital Consumer & E Commerce Manager, and Naveen – Digital and CEM Manager.

"Nestle has been a strong partner with Motherhood since we started. We are absolutely delighted to onboard the Nestle Official Page for Nestle's Startwell2gether division. Now Nestle's team can leverage on Motherhood's strong mom and kids audience pool to showcase their popular products, create brand awareness and most of all, build a loyal community within our community," said Petrina Goh.

Motherhood.com.my is targeting to partner 30 brands to launch their Official Brand Page by the end of 2019. They are also looking at launching this feature to selected pilot brands across their regional platforms – namely Motherhood.co.th and Mamahood.com.sg.

## **Signing of MoU with Motherhood.com.my**

The third partnership of the day saw the signing of the MoU between Motherhood.com.my's ParentCraft programme and OrphanCare Foundation.

Motherhood ParentCraft workshop is a series of ante-natal classes created by Motherhood to educate and guide mothers on their childcare journey. The classes are conducted on monthly basis, targeting a crowd of 150 new parents. OrphanCare is a Non-Governmental Organization (NGO) that advocates and gives institutionalized children and unwanted babies the opportunity to grow up in the care of a loving family.

With the officiation of this partnership, OrphanCare will add a new dimension to ParentCraft and add further depth and understanding to the motherhood journey.

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Softcopy of press release & photos will be available here (3rd May 2019 9pm onwards)

<http://bit.ly/motherhood-award> or

<https://drive.google.com/drive/u/2/folders/1hkIJoT2fyU10Z1jJN9vrYDMz3dIHxjpN>

