



## OLA MOO and NOFSA join forces for bone health

Durban, 20/5/2009: It's official: the National Osteoporosis Foundation of South Africa has given OLA MOO ice cream the thumbs-up as an excellent source of bone-building calcium.

According to a partnership agreement between the National Osteoporosis Foundation of South Africa (NOFSA) and Unilever SA who manufactures OLA MOO, NOFSA will officially endorse OLA MOO from May 2009. Packaging and marketing materials will feature the NOFSA logo and the slogan "Friends of NOFSA", adding weight to OLA MOO's calcium message.

NOFSA is a non-profit, voluntary health organisation which was established in 1993 to educate the public and health professionals about osteoporosis, a disease causing bones to become porous and susceptible to fractures as a result of inadequate calcium intake. As part of its programme of education, advocacy and research, NOFSA has established a licensing programme to give producers of calcium-rich products the opportunity to use the NOFSA mark and the "Friends of NOFSA" slogan.

"We commend OLA MOO on meeting our stringent requirements for a calcium-rich product. One OLA MOO ice cream stick contains 240 mg of calcium – that's 30% of the recommended daily allowance for children one year and older. We are excited about the agreement and look forward to a fruitful and mutually-beneficial relationship," said Tereza Hough, CEO of NOFSA.

Through their partnership NOFSA and OLA MOO will work together to raise awareness of the dangers of poor calcium intake as well as educate the public on the prevention of osteoporosis from a young age.

OLA MOO is available in MOO Impulse Frozen Treat (R6.50) and MOO Multipack (R32.99).

For more information log onto [www.olamoo.co.za](http://www.olamoo.co.za) or [www.osteoporosis.org.za](http://www.osteoporosis.org.za).

Submitted by:  
Marilyn Garreau  
[marilyn@prplatform.co.za](mailto:marilyn@prplatform.co.za)

For further information:  
NOFSA: Tereza Hough [tereza@iafrica.com](mailto:tereza@iafrica.com)  
OLA MOO: Nazeeia Sayed [nazeeia.sayed@unilever.com](mailto:nazeeia.sayed@unilever.com)