

FOR IMMEDIATE RELEASE

## HappyFresh and Dreamr provided healthy breakfast to primary school students

*The partnership was to instil healthy eating habits at the grassroots level for a healthy lifestyle.*

**Kuala Lumpur, July 29th, 2020** - HappyFresh, Southeast Asia's leading online grocery service provider, together with Dreamr, a social enterprise which focuses on supporting children's education, provided healthy breakfast to students at Sekolah Kebangsaan Sri Cheras.

Upon approval by the Ministry of Education, the breakfast meals consisting of products sponsored by Goodday, Tropicana and Oat Krunch aside from assorted fruits and muesli bars were provided to over 150 students in attendance while still adhering to the social distancing guidelines.



[L-R, (Edward Emilio (Brand Manager of HappyFresh), Frieza Porizka (Marketing Manager of HappyFresh), Adrian Lafage (Co-founder of Dreamr), Stan Zabolotsky (Co-founder of Dreamr), Mr. Muzafar Shah (Headmaster)]. Below (L-R, Tamyrea Ganes, Hari Kishan Yellanki - Volunteer).



*Apple Boy and the co-founders of Dreamr explained about healthy breakfast to the student.*

Hu Hun Hui, Managing Director of HappyFresh Malaysia said, “We would like to thank Dreamr for the opportunity to be a part of this project. Preserving health has been at the core of our service, by providing our customers with freshly handpicked groceries from their favourite supermarkets in the most convenient way possible.” He added, “Many of the leading causes of death in Malaysia, such as obesity and diabetes, have stemmed from unhealthy eating habits and we believe by consuming nutritious breakfast daily would bring about a positive and long-lasting change in those numbers.”

Dreamr has been collaborating with startups, corporates, and the Ministry of Education to create targeted and meaningful social impact in the education space. “We are grateful for the opportunity to partner with HappyFresh to welcome students back to school after MCO with a fun pack of the nutrients they need to power up their creative minds.” Said Adrian Lafage, Co-founder of Dreamr.

During the Movement Controlled Order (MCO), HappyFresh has been hard at work by delivering groceries to families across Kuala Lumpur, Melaka, Johor Bahru and Penang, from over 250 supermarkets and specialty stores to doorsteps across the various cities and states. Popular store names include AEON, Tesco, Giant, Village Grocers and more.



*A student outside SK Seri Cheras with the breakfast bag.*

HappyFresh has been generous in giving back to the community amidst the pandemic. In May, HappyFresh launched #RunInUnity, a fundraising campaign across Malaysia, Indonesia and Thailand. The campaign saw the group Chief Executive Officer (CEO), Guillem Segara, run a half marathon to help communities that were most affected by COVID-19. A total of USD 14,424 was raised and divided equally across the 3 operating countries and donated to selected organisations. More about the campaign [here](#).

For hi-res photos: please click [here](#).

**ABOUT HAPPYFRESH:**

HappyFresh is Southeast Asia's leading Online Grocery Delivery company that enables consumers to shop in their preferred grocery chains via app and web platforms. Founded in October 2014, by an international team of e-commerce and logistics expert, HappyFresh partners with well-known retail chains to give customers a full and varied selection of items at a range of price points. The company's professionally trained Personal Shoppers pick the best products, while the company's advanced on-demand logistic network allows for next hour delivery.

HappyFresh is headquartered in Jakarta with operations in Malaysia and Thailand. For more information, please visit: [www.happyfresh.com](http://www.happyfresh.com)

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