

Headline	Bursts of energy on FLAVETTES RHYTHM NATION TOUR		
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Bursts of energy on FLAVETTES RHYTHM NATION TOUR

YOUTH and music spell energy. Add Vitamin C and you get a burst of energy that's contagious.

Enter Flavettes Rhythm Nation Tour, a collaboration between leading Vitamin C supplement brand Flavettes and Passport To Fame: Battle of the Bands 2011 finalist, Rhythm Nation, and you get a high-energy event that promises to sizzle. But more than that, it's aimed at promoting and encouraging Malaysian youth to adopt a healthy lifestyle through a fun, exciting and

highly charged on-ground activation, amplified by digital platforms.

Launched by CCM Pharmaceuticals, a division of Chemical Company of Malaysia Berhad (CCM), Flavettes Rhythm Nation Tour, reaches out to the youth through music over a one-month tour.

Rhythm

Nation, which made it to the finals of Passport To Fame: Battle of the Bands 2011 – the largest band competition in Malaysia – will perform at 10 institutions of higher learning in Peninsular Malaysia. The band will also invite students to take part in fun-filled activities such as jam sessions, photo sessions and the Flavettes-inspired Campus Video Challenge.

CCM Pharmaceuticals Division director Leonard Ariff Abdul Shatar said the Flavettes Rhythm Nation Tour is a creative approach to engaging with youth on their turf to promote the goodness of Flavettes Vitamin C as an essential daily supplement to enhance their overall well-being.

"Flavettes is known for blending elements of excitement, an active and energetic lifestyle and freshness, in line with its tagline of A Burst Of Life. We believe that our collaborative effort with Rhythm Nation, which is a lively, dynamic and clean up-and-coming rap rock band, will inspire youth to empower themselves with skills and knowledge and seize every opportunity along the way to live a healthy and enriched life," Leonard Ariff said.

The Flavettes Rhythm Nation Tour began on Sept 24 and will

end on Oct 21. It toured Taylor's University, Lakeside Campus on Sept 24; National Academy of Arts, Culture & Heritage (Aswara) on Sept 25; Universiti Selangor (Unisel) on Oct 1; KDU University College Malaysia on Oct 2; Universiti Kuala Lumpur British Malaysian Institute (UniKL BMI) on Oct 3; Universiti Sains Malaysia (USM) on Oct 8; Universiti Tenaga Nasional (Uniten) on Oct 10 and will hit UCSI University on Oct 14. The tour ends at Universiti Teknikal Malaysia, Melaka (UTeM) on Oct 21.

During the tour, students can learn more about Flavettes through the Facebook Fans Recruitment initiative that enables Flavettes Malaysia Facebook Fans to be recruited on the ground using Samsung Galaxy Tabs integrated with the Youth Creative Platform (MYC!) – Flavettes Malaysia Recruitment Application.

Students can also post a "Flavettes INSPIRES ME because..." video shout-out and get their videos uploaded onto the Flavettes Facebook page via MYC!

The tour also includes activities that generate awareness among the students of career opportunities with CCM.

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Standing from left to right, CCM Pharmaceuticals chief commercial officer, Billy Urudra; MYC! chief executive officer, Jason Ko and CCM Pharmaceuticals senior manager for Over-the-Counter (OTC) Marketing, Shamsul Idham Ahad with the Rhythm Nation band