Whizdom Society by MQDC pioneers in property development, sparking a community of giving and sharing, by serving a free “Bright Start Breakfast” for residents at all Whizdom projects

• Whizdom Society by MQDC is responding to new-generation lifestyles under its “For all well-being” philosophy by serving free “Bright Start Breakfast” meals to Whizdom residents, boosting their health and brain power with the most important meal of the day as they set off to study or work
• Whizdom Society sees the importance of a healthy breakfast for the new generation, especially city people with hectic lifestyles and little time, so has organized the “Bright Start Breakfast” program to provide free ‘Grab & Go’ breakfasts until the end of the year with a budget of THB7 million for over 130,000 sets

28 May 2019, Bangkok – Mr. Assada Kaeokhiao, President of Whizdom, Magnolia Quality Development Corporation Limited (MQDC), one of Thailand’s leading real estate project developers, said: “Whizdom by MQDC wants to tear away the old concept of condominium developer. We don’t want to only build residences. We also want to create a sharing society, serving the lifestyles and quality of life of new-gen Whizdom residents in all dimensions through Whizdom Society by MQDC. We understand and care about the new generation’s lifestyles under the philosophy ‘For all well-being’ through organizing Bright Start Breakfast to boost the health and brain power of all Whizdom residents. Breakfast is the most important meal of the day. Whizdom is serving a free Grab & Go breakfast from February until the end of the year. We expect to spend over THB7 million.” Mr. Kaeokhiao emphasized that MQDC wants to spark a shift in project development to be more involved in a community of giving and sharing.
Mr. Krissayuth Chavavitayatham, Vice President of Whizdom Society at Magnolia Quality Development Corporation Limited (MQDC), said: “We initiated this project to take care of urbanites, both school and working age, with bustling lifestyles. They have no time for breakfast, which is seen as the most important meal of the day, providing energy to start the day feeling fresh, with a retentive memory, ready to learn and to solve problems and at lower risk of conditions like heart disease and diabetes.”*
Whizdom Society has prepared a carefully selected breakfast, both nutritious and delicious. The meal will be served as people start their day from Monday to Friday at 6.00-9.00am. With a focus on quality, the food for children and family members includes ‘Grab & Go’ items such as sandwiches, burgers, steamed buns, onigiri, boiled rice, porridge, or salad with coffee or fresh milk. Breakfast can be picked up to be conveniently enjoyed anywhere. The breakfasts are a project under the support of Whizdom Society, provided without cost for every Whizdom resident.
Bright Start Breakfast meals have been served at all Whizdom projects since 14 February, receiving an enthusiastic response from residents. More than 30,000 breakfasts have been served and the project is set to continue with its first phase until the end of 2019. The program covers all 6 Whizdom projects: Whizdom Station Ratchada-Thapra, Whizdom Avenue Ratchada-Ladprao, Whizdom Connect Sukhumvit, Whizdom @ Punnawithi Station, Whizdom The Exclusive, The Muse. The breakfast will also be served at other projects in the future. By year-end will involve an outlay of

over THB7 million, providing residents with 130,000 meals.
“We believe that Whizdom Society can play a part in helping spur society as a whole to develop in a better way toward giving and sharing,” said Mr. Chavavitayatham. “In particular, we are creating a strong foundation for the body and mind for the new generation through various activities that the Whizdom Society will continue to organize, including this Bright Start Breakfast program, which creatively supports the new generation, so they start their day with a meal that keeps them in good health and with clear minds to drive the development of a better society.”
*British Dietetic Association (BDA) https://www.bda.uk.com/foodfacts/breakfast.pdf
Hashtag: #WhizdomSociety #SharingisCaring #MQDCForAllWellBeing,
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About Magnolia Quality Development Corporation Limited (MQDC)
Magnolia Quality Development Corporation Limited (MQDC) is a property developer that develops, invests in, and manages residential, mixed-use, commercial, and hotel projects with a corporate commitment ‘for all well-being’.
MQDC brands include Magnolias, Whizdom, The Aspen Tree, and Mulberry Grove, catering for a range of healthy, sustainable lifestyles.
The company provides an industry-leading 30-year warranty on its residential units in line with its exceptional construction standards.
Under its philosophy of ‘sustainnovation’ MQDC aims to lead its sector in sustainability. The company supports the Bangkok-based Research & Innovation for Sustainability Center (RISC), Asia’s first research base for sustainable building with a focus on well-being.
MQDC is determined to operate with concern for all life on Earth, advancing this agenda through sustainable development for the wider benefit of society.
For more information, visit www.mqdc.com

About Whizdom Society and Whizdom Club by MQDC
MQDC established Whizdom Society to create a knowledge-sharing society, play an active role in the country, and roll out initiatives that serve the common good. We take pride in activities that help to develop skills and imagination. As a leading property developer in Thailand, we have come up with an initiative to help the New Generation become role models, living in society as capable and responsible citizens. Whizdom Club provides our answer as a center for learning and sharing to keep pace with fast-changing lifestyles.
For more information, please visit www.facebook.com/whizdomsociety/
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