



**PRESS
RELEASE**

Carlsberg Golf Classic Ups Prizes for Golfers and Eases Burden of Charitable Homes

KUALA LUMPUR, 9 August 2014 – During a recent leg of the 2014 Carlsberg Golf Classic series held at the Kuala Lumpur Golf & Country Club (KLGCC), golfers drawn by the fantastic prizes up for grabs witnessed cash donations generated by the golf series go toward, among other noble causes, easing the utility and transportation burdens of select charitable homes for a year.

Led by Carlsberg Malaysia's Managing Director Henrik J. Andersen, two media flights comprising representatives of English titles joined 110 members of KLGCC teed off in the morning for an 18-hole challenge around the course. The atmosphere was one of good cheer and fun as participants showed off their golf swings in the spirit of friendly competition.

"Carlsberg and golf have gone hand-in-hand for over two decades now, sharing the passion, integrity and sportsmanship that is so highly valued in the game," said Andersen at the prize-giving ceremony. "It is with these values in mind that we seek to give back to the community and those less fortunate than us. This year, thanks to the generosity and kindness of our selfless participants, we aim to raise over RM120,000. These cash donations will be channelled to selected charity homes across Malaysia to subsidise their utility bills and petrol costs for a year, as our way of hopefully making their lives a little easier and better."

Representatives from *Rumah Kebajikan Anbu Illam* and *Persatuan Kebajikan Kanak-kanak Mata Air Kehidupan Selangor* were present at the prize-giving ceremony to receive cash donations of RM10,000 each. *Kelab Kiwanis Bandar Sunway* was also presented with RM5,000 to support their *Kiwanis Charity Golf Tournament 2014*.

In addition to the three beneficiaries from the Central region, similar contributions will be made toward to *Pertubuhan Bakti Tong Ai* in Kulim, Kedah and *Bukit Harapan Therapy Community* in Kota Kinabalu, Sabah during the later legs of the tournament. The charity homes were selected by participating golfers, who wrote in to nominate their chosen beneficiaries for each state.

The charity element of the Carlsberg Golf Classic Series, first incorporated 14 years ago in the year 2000, has, to date, contributed over RM1 million to various charities through fees and donations from the series' participants.

This year, the Carlsberg Golf Classic features greater prizes than ever. For the first time, Gross and Nett winners will enjoy a total of seven prizes. More fantastic prizes worth over RM50,000 are up for grabs for Par 3s Hole in One for the preliminary legs. In the National Final, Par 3s Hole in One prizes are worth more than RM500,000, consisting of two cars

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For more information on the remaining legs, please log in to facebook.com/CarlsbergMY or carlsbergmalaysia.com.my.

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