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**PRESS  
RELEASE**



**TOP TEN CHARITY CAMPAIGN  
CELEBRATING 25 YEARS OF TRADITION AND CULTURE**  
2<sup>nd</sup> round of continuous support in preserving the Chinese heritage

Kuala Lumpur, 5<sup>th</sup> October 2011 – Carlsberg Malaysia’s Corporate Social Responsibility (CSR) programme flagship community project, the Top Ten Charity Campaign (Top Ten) celebrates the mark of another milestone for its 25<sup>th</sup> anniversary celebration this year. The charity drive which has pledged its support for the Wushu Federation of Malaysia (WFM) recently has stepped up for the second time in pledge to fund raise RM500,000 for the development of the Centre for Malaysian Chinese Studies.

Established 25 years ago since 1986, the Centre for Malaysian Chinese Studies is a resource and research centre which focuses on recording and preserving reference materials and documents on Malaysian Chinese for its significant history and culture. The research centre today is more than an archive of heritage but an evolution to serving the community as a channel of information and further analyse selected issues which relate to the interests’ of the community.

Sharing the similar believe as the research centre, Carlsberg Malaysia believes in ‘Sharing with the Community Unconditionally’ where everyone are heirs to the ancient culture of humanistic studies and heritage. Top Ten, a highly regarded community project focusing on education funded by Carlsberg Malaysia, with the collaboration of Nanyang Siang Pau and China Press, is recognised by the Malaysia Book of Records, as the ‘The Longest Running and The Highest Funds Raised through Chinese Charity Shows’ in Malaysia. It has, over 24 years, accumulated a total education fund of approximately RM 360 million for over 570 Chinese schools and institutions nationwide.

Carlsberg Malaysia’s Business Development Director, Juliet Yap commented, “I am proud to welcome the Centre for Malaysian Chinese Studies as part of Top Ten’s fund raising journey this year which exemplifies that the charity campaign supports more than just Chinese education but also towards conserving the history and heritage of Malaysian Chinese. With

that, I believe that through this collaboration, Top Ten will be able help the Centre for Malaysian Chinese Studies in their mission to continue collecting and preserving reference materials from Malaysian Chinese, undertake research on the culture and history of Malaysian Chinese and to serve the community as a channel of information”.

Top Ten in celebrating its silver jubilee this year has successfully raised RM 10 million education funds and benefited thousands of students through a special charity show held for the Chinese Association of Kuantan in April and a succession of road shows which took place in six Chinese schools in its latest 1<sup>st</sup> leg of road shows at namely Johor, Perak, Pahang and Kedah in July. This remarkable achievement is the perfect gift to celebrate the 25<sup>th</sup> anniversary of Top Ten, a testament to Top Ten being the preferred and successful fund raising platform and a confident boost to the Top Ten committee for making the fund raising mission this year a significant one.

For more info on Top Ten Charity Campaign, please visit to [www.toptencharity.com.my](http://www.toptencharity.com.my) promotion, development, resources and programme at national school and federation levels.

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries, please contact:

Pearl Lai	Senior Manager, Corporate & Marketing Communications	D/L: 03 - 5522 6408 <a href="mailto:pearllai@carlsberg.com.my">pearllai@carlsberg.com.my</a>
Albert Ng	Community Project Executive	D/L: 03 - 5522 6302 <a href="mailto:albertng@carlsberg.com.my">albertng@carlsberg.com.my</a>