

FOR IMMEDIATE RELEASE

Press Statement 18/2020

20 June 2020

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Carlsberg Ensures a Safer Learning Environment for 96,000 Sarawakian Students Amid Covid-19

Handover of Safer Schools donation of thermometers to 186 schools to accompany additional disinfection services for high-risk premises when classes resume

KUCHING, 20 June 2020 – Carlsberg Malaysia’s Safer Schools initiative has kicked off in Sarawak with the donation of thermometers to 186 vernacular schools, which will each receive at least two thermometers each as an added level of assurance to parents, teachers and students when classes reopen after the new Recovery Movement Control Order (RMCO).

From this number, 21 schools have been earmarked to receive additional disinfection services when classes resume due to their location in high-risk areas. Altogether, the brewer’s contribution towards safer Sarawakian schools represents a donation value of RM113,000 benefitting 96,000 students.

The donation handover at the offices of the Federation of the Chinese Associations Kuching, Samarahan & Serian Divisions, Sarawak today was in recognition of the partnership between Carlsberg Malaysia and the Federation of Chinese Associations of Malaysia (Hua Zong) for the execution of the Safer Schools campaign and was attended by principals of recipient schools.

Aylmer Wee, Carlsberg Malaysia’s Senior Sales Manager in Kuching, said, “In these trying times, we believe our initiative for safer school environments is a timely and invaluable contribution in line with Carlsberg’s purpose of Brewing for a Better Today & Tomorrow. We are doubly appreciative of the support of our consumers, customers and communities in Sarawak and are humbled to contribute towards our recovery as a society through this gesture.”

Dato’ Richard Wee Liang Chiat, President of the Federation of Chinese Associations Sarawak and the Federation of the Chinese Associations Kuching, Samarahan & Serian Divisions, Sarawak, added, “I thank Carlsberg Malaysia for their commendable effort to fulfil their corporate social responsibility by donating thermometers and providing disinfection services to schools located at high risk areas. I sincerely hope that more corporate organisations would come forward to support the schools in fighting the pandemic as schools pose high infection risks from mass gatherings.”

Carlsberg Malaysia's Safer Schools contribution, which was announced in early April, was extended to accommodate all applications throughout Malaysia by upping the total number of donated thermometers to 3,600 units and increasing disinfection services to cover 8.4 million square feet within school compounds – providing peace of mind to around 1,440 schools and an estimated 1 million schoolchildren.

The Safer Schools initiative is part of Carlsberg Malaysia's extraordinary measures during the Covid-19 pandemic for its customers, consumers, and local communities, collectively named Safer Together.

In May, the brewer announced a RM3.5 million subsidy and promotion to smoothen traditional eateries' business recovery. Under a collaboration with the Malaysia Singapore Coffee Shop Proprietors General Association (MSCSPGA), 1,000 small and medium-sized coffee shop operators nationwide received a three-month subsidy on utilities from Carlsberg helping to defray their fixed operating costs. In Sarawak, Carlsberg is extending this aid to 100 coffee shops while providing all coffee shops owners a discount of RM6 per crate of large bottles of Carlsberg Smooth Draught as an added boost to their profits and helping them recover.

To help bars, restaurants and bistros reopen under the RMCO while adhering to social distancing measures, Carlsberg also introduced Adopt a Keg, rewarding consumers with a total of 20,000 complimentary beers by filling up their own virtual beer keg at adoptakeg.carlsberg.com.my. Consumers can then redeem their complimentary beer at participating outlets throughout Malaysia and support local F&B businesses with additional purchases of 100 glasses for only RM500 that can be redeemed over the coming months at outlets of their choice.

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About Carlsberg Malaysia

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

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Carlsberg “安全校园” 倡议为 96,000 名砂拉越学生打造安全学习环境

马来西亚 Carlsberg 集团向 186 所砂拉越学校捐赠温度计，并为高风险学校复课时进行消毒服务

古晋 20 日讯 - 马来西亚 Carlsberg 集团“安全校园”倡议正式在砂拉越开跑！在复苏期行动管制令结束后，砂州 186 所母语学校，将获得该集团所捐赠的手持电子温度计，每间学校至少 2 支，让父母、教师和学生安心复课！

州内 186 所受益学校，其中 21 所位于高风险地区的学校，将获得该集团额外提供的消毒服务。马来西亚 Carlsberg 集团“安全校园”倡议为砂州学校捐赠总值 113,000 令吉的温度计和消毒服务，共有 96,000 名学生受益。

马来西亚 Carlsberg 集团及马来西亚中华大会堂总会（华总）今早在砂拉越古晋三马拉汉及西连省华人社团总会（晋汉连省华总会）进行捐赠仪式，双方合作实施砂拉越“安全校园”倡议，出席仪式者包括受益学校的校长。

马来西亚 Carlsberg 集团古晋高级销售经理黄瑞祥表示：“在这非常时期，我们相信这是一项及时、宝贵的倡议，不仅为受益学校打造安全的学习环境，更体现了 Carlsberg 集团致力“酿造更美好的今天和明天”的原则。我们非常感谢砂拉越的消费者、顾客和社会人士所给予的支持，我们希望这项倡议能为社会复苏献上一分力。”

砂拉越华人社团联合总会（砂华总）会长兼晋汉连省华总会长拿督黄良杰补充：“我谨代表学生家长和老师，衷心感谢马来西亚 Carlsberg 集团在这非常时期，齐心抗疫，履行社会责任，在全国做出捐赠体温测量器，并在红区的学校提供消毒液，诚属及时的支援义举，为许多学校减轻复课所需的经济负担。抗疫路程还很长，我希望马来西亚 Carlsberg 集团此举，能发挥抛砖引玉作用，鼓励更多企业机构为学校在抗疫方面，继续做出贡献，确保我们的孩子和老师都能在安全的校园里学习。”

早在今年 4 月公布的“安全校园”倡议，由于反应热烈，为了让所有已提交申请的学校受益，马来西亚 Carlsberg 集团增加捐赠总数，将手持电子温度计增至 3,600 支，同时扩大消毒服务，以涵盖 840 万平方尺的学校范围，大约 1,440 所学校和近 100 万学生受益。

马来西亚 Carlsberg 集团在疫情期间，通过“同心安全”计划实施几项非常措施，协助消费者、顾客和社会人士渡过难关，而“安全校园”是其中之一。

在刚刚过去的 5 月份，马来西亚 Carlsberg 集团资援 350 万令吉，协助茶餐室业者顺利复苏。该集团与马新咖啡茶业联合总会合作，为全国一千家中小型茶餐室业者提供长达 3 个月的水电费补贴，减轻他们的固定运营成本负担。这项援助将惠及 100 家砂拉越茶餐室，马来西亚 Carlsberg 集团也为业者所购买的每箱大支装 Carlsberg 顺啤，提供 6 令吉的折扣，以增加他们的利润并帮助他们复苏。

在复苏期行动管制令期间，为了协助酒吧及餐厅重新营业，同时确保安全社交距离，马来西亚 Carlsberg 集团也推出了“专属酒桶”，奖励消费者 2 万杯免费生啤，只需登入 adoptakeg.carlsberg.com.my 装填虚拟酒桶，就可在全国指定酒吧换取免费生啤，甚至能以 500 令吉享用 100 杯生啤，让业者吸引客户重新光顾。

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