

FOR IMMEDIATE RELEASE

Press Statement 25/2018

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## Probably The Best Fundraising Platform Returns With Greater Reach To Sabah & Sarawak

Almost RM 11 million in school-building funds raised through 1<sup>st</sup> leg of Top Ten Charity Campaign this year

**SHAH ALAM, 8 August 2018** – Not all charity campaigns can claim a successful and continuous run year-after-year, raising millions in the process. Acclaimed as Probably The Best Fundraising Platform for Chinese Education, Carlsberg's Top Ten Charity Campaign stands unique in successfully helping more than 600 schools raise RM 513 million over three continuous decades – a feat unmatched in Malaysia.

After crossing the RM 500 million milestone earlier this year, the campaign is still going strong by extending its reach across the South China Sea with charity concerts in Sabah and Sarawak for a total of 13 shows scheduled in 2018. So far, the first leg of the campaign has successfully raised close to RM 11 million for eight schools, namely SJKC Tsun Jin in Kuala Lumpur, SJKC Tiong Nam and SJKC Pui Ying in Selangor, SJKC Sin Hwa in Perak, SJKC Tung Hua in Negeri Sembilan, SMJK Jit Sin in Penang, Sabah Tshung Tshing Secondary School, and SJK Chung Hua Stampin in Sarawak.

This year's brand-new stage production – inspired by reality TV shows – saw Carlsberg pulling out all the stops by transforming humble school halls into best-in-class concert venues for an evening to remember featuring synchronised stage videography, amazing dance choreography, energetic performances from the artistes, and mind-blowing crowd engagements. In conjunction with Carlsberg's Probably The Best Football Beer campaign, a giant football also made an appearance to hype up the crowd, complemented by artistes and dancers in colourful Carlsberg-branded football jerseys!

In his speech at the concert held at SJK(C) Tsun Jin in Kuala Lumpur, Lars Lehmann, Managing Director of Carlsberg Malaysia said, "The Top Ten Charity Campaign has surpassed the RM 500 million mark and is still going strong! We are upping the ante for charity this year with a special fundraising promotion at participating coffeeshops and hawker centres within the schools' locales where 50 sen from every sale of a large bottle of Carlsberg Smooth Draught – *Probably The Smoothest Beer in The World* – will be donated towards the Top Ten Charity Campaign fund."

In tandem with raising the bar for Chinese education, the Top Ten Charity Campaign also supports the local music industry by providing an opportunity for local artistes to shine. This

year's tour features first-timers J Justin Lan, Tha Jie Ying, and Adrian Lee, who will be joined on stage by audience favourites Orange Tan, Yise Loo, Lin Kah Jun, Vicky Tan, and Summer Grace. Also in the line-up is show veteran Christopher Lay who has been with the show for the past 10 years.

Attendees got a sweet treat when the eye-catching Somersby Volkswagen Kombi Van pulled up at concert venues, distributing delicious free samples of the entire range of Somersby cider flavours – Apple, Blackberry, and Sparkling Rosé – as well as Kronenbourg 1664 Blanc!

Held since 1987, the Top Ten Charity Campaign is a fundraising platform via charity concerts for the development of Chinese education in Malaysia, collaborating with vernacular schools throughout the country to raise much-needed funding for infrastructure upgrades such as new classrooms, administration buildings and school halls, as well as roofed recreational facilities. The campaign also holds two records in the Malaysia Book of Records as the longest-running Chinese charity concert with the highest funds raised.

Lehmann further commented, "Carlsberg has been in Malaysia for almost five decades and are grateful for the close relationships and partnerships with the local community. We are committed in our investments towards the success of Chinese education in Malaysia as we believe it takes the contribution of many people over many years to make a difference for the next generation."

Malaysians can look forward to the concert tour's second leg in October and November which will benefit five additional schools in Kuala Lumpur, Pahang, Johor and Melaka. For more information on the Top Ten Charity Campaign and the full schedule of upcoming shows, visit [www.toptencharity.com.my](http://www.toptencharity.com.my).

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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 Kronenbourg 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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## 堪称最佳华教筹款平台强势回归重临沙巴、砂拉越

今年首回合十大义演一共为华校筹获 1100 万令吉建校基金

**莎阿南 2018 年 8 月 8 日讯** – 并非所有筹款活动都可以如此成功，年年筹获数以百万计的善款。唯有 Carlsberg 十大义演连续 30 多年筹款，所筹金额超过 5 亿 1300 万令吉，受惠学校超过 600 间，在马来西亚可谓独一无二，而它被冠为‘堪称最佳华教筹款平台’，亦是实至名归。

十大义演的累积筹款额已于今年初冲破了 5 亿令吉大关，但它的走势依然气势如虹，今年共安排十三场演出，包括飞越南中国海，重临沙巴及砂拉越。今年首回的合演出为 8 间学校，即吉隆坡循人华小、雪兰莪巴生培英华小、万津中南华小、霹雳巴里文打新中华小、森美兰芙蓉东华小学、檳城大山脚日新国中、沙巴亚庇崇正中学及砂拉越古晋实胆彬中华公学，筹获将近 1100 万令吉。

今年的十大义演推出全新制作，主要取材自电视真人秀，并结合了光影、编舞和艺人的落力表演，令每一场演出都令人叹为观止，为观众烙下深刻的记忆。配合当时 Carlsberg 堪称最佳足球啤酒活动的热潮，现场也出现一个巨型足球，并在众艺人和舞者的色彩缤纷 Carlsberg 球衣衬托下，更推高了演出现场的热烈气氛！

马来西亚 Carlsberg 集团董事经理雷盟在吉隆坡循人华小会上致词时说：“十大义演的筹款额已经冲破 5 亿令吉大关，但我们还是再接再厉！今年，我们亦为这项筹款活动加码；凡是受惠学校邻近参与的咖啡店和小贩中心售出一瓶大瓶的堪称全球最顺啤酒 Carlsberg 顺啤，我们便会捐出 50 仙作为十大义演基金。”

十大义演不仅扶助华文教育，也协助推动本地音乐，为本地艺人提供发挥才能的机会。今年十大义演因而引进十大新鲜人刘界辉、赵洁莹及李文杰，联合陈慧恬、罗忆诗、凌加峻、陈薇芝和夏日风采一起演出，当然牌阵也少不了连续十年参与演出的元老级人马黎升铭。

现场不只有精彩演出，还有色彩夺目的 Somersby Volkswagen Kombi 面包车莅临分派免费一系列的 Somerby 果酒，包括苹果酒、莓果酒、Sparkling Rosé 粉红气泡酒以及 Kronenbourg 1664 Blanc 让现场观众品尝，饱足口福！

自 1987 年首次开演以来，十大义演便一直是扶助华文教育发展的慈善筹款平台，协助母语学校解决燃眉之急，推动硬体基础建设，包括新校舍、行政楼、礼堂以及筹建学校的休闲设施等。十大义演甚至被大马记录大全列为历史最悠久、筹款额最高的中文慈善义演。

雷盟补充说：“Carlsberg 登陆马来西亚已近 50 年，也很荣幸能够与本地社区建立深厚情谊及密切合作关系。我们将继续大力支持华文教育，持续投入经费，因为我们相信，集合众人之力量，必能为下一代创造新格局。”

十大义演第二回合演出落在十月及十一月，敬请期待！第二回合演出将有另 5 间来吉隆坡、彭亨、柔佛及马六甲的学校受惠。欲了解十大义演详情及查阅来临的演出时间表，请浏览 [www.toptencharity.com.my](http://www.toptencharity.com.my)。

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