

Press Statement 17/2026  
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FOR IMMEDIATE RELEASE

## Carlsberg Malaysia's Top Ten Charity Campaign Targets RM6.5mil Proceeds to Improve Access to Quality Education

Extending financial support six vernacular schools and one education foundation

**SHAH ALAM, 25 September 2026** – What started as a community effort to support education has grown into Malaysia's longest-running and highest fundraising education platform – Top Ten Charity Campaign ("Top Ten"). This November, the campaign will continue to provide a fundraising platform for five vernacular schools in the Klang Valley, with a collective target of RM6.5 million for school building funds. Participating schools comprise SJKC Yak Chee, Puchong; SJKC Bukit Tangga, Rawang; SJKC Chung Hua, Klang; SJKC On Pong 2, Ampang; and SJKC Ladang Regent, Elmina.

Top Ten is a flagship community engagement project funded by Carlsberg Malaysia and jointly organised by two Chinese dailies. Running since 1987, proceeds collected by the schools will be channelled towards the enhancement of teaching facilities and multipurpose halls, infrastructure upgrades, auditorium development and educational equipment. This is aligned with Carlsberg Malaysia's pledge towards United Nations Sustainable Development Goal 4 (SDG 4): Quality Education by helping create better learning environments for students and educators alike.

Speaking at this year's campaign press conference, Carlsberg Malaysia's Managing Director Stefano Clini said: "What has sustained Top Ten for nearly four decades is our belief that meaningful change happens when communities come together behind a common purpose. While education needs have evolved over the years, the campaign has continued to evolve alongside them, supporting a broader range of educational needs while staying true to our purpose of *Brewing For A Better Today and Tomorrow*".

"We are honoured to play a part in contributing back to the local communities we serve, recognising education as one of the most important foundations for growth. Malaysia has grown from an agriculture-focused economy to an industrial and manufacturing base and is now moving towards a more services- and knowledge-driven economy. This makes education even more critical in ensuring local talents are future-ready to contribute to the country's continued economic progress."

"More than the proceeds raised, Top Ten is about and ensuring quality education remains within reach and equipping the future workplace with the knowledge, skills and confidence to compete in the new-age economy amid AI disruption.," Clini noted.

Since 1987, Top Ten has raised a cumulative total of RM601.8 million and benefited over 700 schools and educational institutions nationwide, helping to provide equal opportunities for quality education for generations of students. Built on the generosity of donors and supporters, the campaign continues to demonstrate the meaningful impact of collective giving, earning recognition from the Malaysia Book of Records as the longest-running and highest fundraising charity show in support of education.

Delivering the keynote address at the launch, YB Tuan Wong Kah Woh, Deputy Minister of Education, said: "The Top Ten Charity Campaign is the longest-running fundraising platform in Malaysia for our schools, and one of the most successful. Thank you so much for being with us over the past 39 years, and for your continued support. I look forward to more collaboration in the years to come, so that we can ensure our students continue to prosper in a good learning environment."

Beyond the five fundraising schools, this year's campaign also extends support to broader education initiatives, with RM10,000 channelled to the Dong Zong Chinese Education Complex and Future Education Fund and RM50,000 supporting STEM education advancement for SJKT Ladang Dovenby in Sungai Siput, Perak.

While remaining rooted in supporting vernacular education, Top Ten has evolved alongside the communities it serves, broadening its impact over the years to include educational institutions, tertiary education initiatives, schools in East Malaysia and, more recently, STEM-focused learning opportunities. This reflects a shared belief that quality education should be accessible to all, regardless of geography, background or learning pathway.

Ng Chai Heng, Assistant Secretary General of Dong Zong, said: "As education continues to evolve, it is important that we equip both learners and educators with the capabilities needed for the future. We are grateful to Carlsberg Malaysia, donors and supporters whose contributions will support our efforts in areas such as education innovation, digitalisation, teacher development and talent cultivation, helping to strengthen the long-term development of Chinese education in Malaysia."

Murthy Vinaigar, Vice Chairman of the Parent-Teacher Association (PIBG), SJKT Ladang Dovenby, said: "Having a dedicated STEM learning facility is something our school has long hoped for, making this support particularly meaningful for both our teachers and students. It will provide greater opportunities for our students to learn through exploration and hands-on experiences, while nurturing curiosity, confidence and interest in science, technology and innovation."

In addition to supporting SDG 4: Quality Education, the campaign incorporates initiatives associated with SDG 13: Climate Action. Working together with participating schools and event partners, these initiatives include reducing the use of single-use plastics, encouraging recycling and waste segregation, and promoting the use of reusable alternatives during campaign activities.



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Through these efforts, the campaign aims to raise awareness of both education and environmental stewardship among participants.

These efforts form part of Carlsberg Malaysia's ESG programme, *Brewing Tomorrow*, which guides the Group's approach to responsible business practices and meaningful community partnerships. Through Top Ten, Carlsberg Malaysia continues to support educational opportunities while continuing its purpose of *Brewing for a Better Today and Tomorrow*.

For updates on Top Ten and upcoming fundraising shows, follow Carlsberg Malaysia on Facebook and Instagram.

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For more information, please scan here:



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#### About Carlsberg Malaysia Group

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, and regional presence via exports.

Our international portfolio of brands features Probably the Best Beer in the World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner and Wheat. Our international premium brews including France's premium beers 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, fruity-flavoured alcoholic brand Somersby, British-inspired Connor's Stout Porter, China's pride ChongQing Beer, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 878 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of *Brewing Tomorrow* in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)

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## 马来西亚 Carlsberg 集团“十大义演”放眼筹集 650 万令吉 助力普及优质教育

持续发挥教育筹款平台力量 惠及 5 所学校及两项教育发展计划

（莎亚南 2026 年 9 月 25 日讯）一份教育之心，一份社会努力，赋予了“十大义演”（简称“十大”）使命，历经近 40 年发展，已成为全马历史最悠久、筹款金额最高的教育筹款平台。今年 11 月，“十大”再度开唱，设下目标为雪隆 5 所多源流学校筹集 650 万令吉，参与学校包括蒲种益智国民型华文学校、武吉丁雅国民型华文学校、巴生中华小学、美华城安邦国民型华文小学二校，以及礼仁艾美娜国民型华文学校。

“十大”是由马来西亚 Carlsberg 集团资助的旗舰社区参与计划，并由两家中文报联办。自 1987 年开办以来，所筹获善款用于提升教学设施及多用途礼堂、升级校园基础建设、建设礼堂，以及添购教育设备。此举与马来西亚 Carlsberg 集团支持联合国可持续发展目标 4（SDG 4）：优质教育的承诺一致，致力为学生与教育工作者营造更完善的学习环境。

在今年的活动新闻发布会上，马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示，“支撑‘十大义演’走过近 40 年，正是社会各界为共同目标携手同行的信念。我们深信，当社区凝聚力量时，便能创造真正有意义的改变。虽然教育需求随着时代不断演变，但‘十大’也持续与时俱进，在坚守集团‘酿造更美好的今天和明天’宗旨的同时，也为更广泛的教育需求提供支持。”

“我们很荣幸能够为所服务的社区贡献一份力量，因为教育始终是推动社会成长与发展的重要基石之一。马来西亚经济已从农业发展至工业与制造业基础，并正迈向服务业及知识型经济。因此，教育的重要性比以往更为突出，以确保本地人才具备未来竞争力，为国家持续经济发展作出贡献。”

葛利尼补充，“除了筹募善款之外，‘十大’也重视确保优质教育的普及性，好让未来职场人才具备相应的知识、技能与自信，在新时代经济、人工智能（AI）时代中保持竞争力。”

自 1987 年以来，“十大”累计筹获 6.018 亿令吉，惠及全国 700 多所学校与教育机构，帮助一代又一代学生获得更平等的优质教育机会。凭借社会各界捐赠者与支持者的慷慨支持，让“十大”继续彰显集体付出的有意义影响，并获得《马来西亚纪录大全》认可为历史最悠久、筹款金额最高教育慈善义演。

教育部副部长黄家和在发布会上发表主旨演讲时表示，“《十大义演》是马来西亚历史最悠久、最成功的筹款平台。感谢大家在过去 39 年来一路同行，并持续给予支持。期盼未来能够继续携手合作，共同为学生打造更优质的学习环境，让他们在良好的教育氛围中茁壮成长。”

除了为 5 所参与学校举办义演，今年“十大”也进一步扩大教育资助范围，包括捐赠 1 万令吉支持董总华教综合大厦暨未来教育基金，以及 5 万令吉助力霹雳和丰多文比园丘淡小（SJKT Ladang Dovenby）的 STEM（科学、技术、工程及数学）教育发展。

“十大”始终扎根于支持多源流教育的发展，也不忘跟随所服务的社区一同前行，多年来的影响力持续扩大，如今覆盖教育机构、高教倡议、东马学校，最近还提倡 STEM 学习机会，体现了对普及优质教育的共同信念，更不应受地理位置、个人背景或学习路径所限。

董总副秘书长黄再兴指出，“教育领域演变不断，学习者和教育工作者更应获得相应技能，为未来做好准备。我们衷心感谢马来西亚 Carlsberg 集团，以及各位捐赠者与支持者的付出，给力董总推进教育创新、数字化、教师发展、人才培养等各方面工作，为我国华教事业注入持续发展的动力，并进一步巩固华教长远发展的基础。”

多文比园丘淡小家教协会副主席 Murthy Vinaigar 坦言，“设立专属 STEM 学习设施一直是学校多年来的期盼，因此这项支持对全校师生而言意义重大。它将为创造更多探索与实践学习的机会，同时培养他们对科学、技术及创新的好奇心、自信心与兴趣。”

除了支持 SDG 4：优质教育外，“十大”也纳入与 SDG 13：气候行动相关的举措，包括在活动期间与参与学校、合作伙伴努力减少使用一次性塑料物品、鼓励回收和垃圾分类、推广使用可再用替代品，从而提高参与者对教育和环境管理的意识。

这些努力也是马来西亚 Carlsberg 集团环境社会治理（ESG）计划“酿造未来”（Brewing Tomorrow）的重要组成部分，引领集团推行负责任的商业实践、建立有意义的社会合作伙伴关系。通过“十大”，马来西亚 Carlsberg 集团继续为教育献力，继续“酿造更美好的今天和明天”。

欲知“十大”最新动态、演出详情，关注 Carlsberg Malaysia 脸书专页和 Instagram 账号。

— 完 —

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## 关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团 (Carlsberg Brewery Malaysia Berhad) 于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂持有股份，也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括全球最佳啤酒 Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、果酒品牌 Somersby、英伦式 Connor's Stout Porter、中国之傲——重庆啤酒、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责——酒后不开车，开车不喝酒！**#CELEBRATERESPONSIBLY**

我们共有 878 名职员，皆以绩效为驱动力、以“酿造更美好的现在和未来” (Brewing for a Better Today and Tomorrow) 宗旨为引领。我们致力于实施“酿造未来” (Brewing Tomorrow) ESG 计划，以实现 2040 年前全价值链净零碳排放目标。敬请浏览 [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my) 了解更多。