



**PRESS
RELEASE**

**CARLSBERG'S 2012 CHARITY GOLF TOURNEY A REAL CLASSIC
Nation's Longest Running Amateur Golf Circuit Goes the Extra
Mile to Promote the Sport and Help the Needy**

SUBANG JAYA, 11 October 2012 – Carlsberg Malaysia reaffirmed its commitment to help the needy when it donated RM16, 000 to two charitable homes today at the Carlsberg Golf Classic Tournament held at Saujana Golf & Country Club, Subang Jaya.

This is the 12th consecutive year that Carlsberg Malaysia has integrated an element of charity into its golf tourney for amateurs since the Carlsberg Golf Classic competition was incepted 19 years ago.

The two beneficiaries that received the donation of RM8, 000 each were Pusat Jagaan Anak-Anak Yatim Waja and Persatuan Kebajikan Kanak-Kanak Mata Air Kehidupan, Selangor. These two shelters for children were the 5th and 6th charitable organizations that have benefitted from the 2012 Carlsberg Golf Classic charity fund which was partly funded by participants' entry fees.

Both administrators of the shelters expressed their appreciation for the much needed donation.

"I am overwhelmed by Carlsberg Malaysia's gesture. The donation will be used for maintenance of the shelter and provide essentials for the children," said Pastor Abel Benjamin of Persatuan Kebajikan Kanak-kanak Mata Air Kehidupan.

Likewise, Pastor Luke Deva Anbu from Pusat Jagaan Anak-Anak Yatim Waja said that the money will be utilised to enhance sports in the shelter and also to pay utility bills.



Lending his support was the new Danish Ambassador to Malaysia, His Excellency Nikolai Ruge, who teed off for the first time at this premier golf course and was also present for the charity presentation.

Earlier this year, Carlsberg Malaysia donated more than RM20, 000 to four other charity homes, namely, Precious Children Home, Petaling Jaya, San Pedro Shelter Home, Puchong, Sabah Cheshire Home and Sandakan Kidney Society in Sandakan, Sabah.

There are approximately 5,000 golfers taking part in the 2012 Carlsberg Golf Classic, teeing off at 40 premier golf clubs nationwide, competing for prizes worth more than RM1 million.

The Gross and Nett winners for the tournament at Saujana were Jean Baptiste Chaumong (1 handicap), who scored 76 on count back (ocb) while Low Say Cheong (21 handicap) scored 68, respectively. Both winners voiced their support for Carlsberg Malaysia's involvement in the Corporate Social Responsibility (CSR) initiative.

"I am glad to be a part of Carlsberg Malaysia's CSR effort. It's good a feeling to play golf for a good cause," said Low.

With the recent extension of Carlsberg Malaysia's sponsorship for the Maybank Malaysian Open until 2015, the dynamic brewer continues to inspire and help realise the potential of young and promising talent in the country.

"This perfect partnership has transcended with Carlsberg's involvement with the prestigious Maybank Malaysian Open whereby Carlsberg has been a proud sponsor for more than 10 years," Ravn said.

The Carlsberg Golf Classic, the nation's longest running amateur golf circuit, was created as a platform for golfers to showcase their skill and passion for the sport, and at the same time to help the needy.

This year's prizes include a golf package for four to Siem Reap, Cambodia courtesy of Liberty Golf Services, valued at more than RM20,000; a studio apartment in Kuala Lumpur, compliments of Hap Seng Land; a Mercedes-Benz B class sponsored by Hap Seng Star; a Titoni watch from ATG and a golf package for two to watch the 2013 US Masters, courtesy of Liberty Golf Services.

The other sponsors include Panasonic, FJ, Callaway, Cozzia, ParGolf, Kordel's, Gatorade and Sunplay.

For more information, please visit www.carlsberg.com.my

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