



**PRESS  
RELEASE**

## **TOP TEN CHARITY CAMPAIGN CELEBRATES A REMARKABLE START OF 25<sup>TH</sup> ANNIVERSARY**

Raised over RM 7.77 million for 6 Chinese schools

Shah Alam, 21 July 2011 - Carlsberg Malaysia's flagship Corporate Social Responsibility's (CSR) community project on education – Top Ten Charity Campaign (Top Ten) marked an outstanding start of its 25<sup>th</sup> Anniversary, successfully raised a total of over RM 7.77 million for 6 Chinese beneficiary schools across 5 states in Peninsular Malaysia. The 1<sup>st</sup> leg of 2011 Top Ten received overwhelming response from the donors where 5 out of 6 beneficiary schools have exceeded their target collection by 23% overall. This is a testament that the Top Ten Charity campaign is probably the most reputable fund raising platform for local Chinese schools and education.

The Top Ten Charity Campaign is a community project fully funded by Carlsberg Malaysia and organized in collaboration with two local Chinese media companies and was started since 1987. With over 24 years of heritage, the Top Ten Charity Campaign has raised more than RM357 million for the schools' development funds for over 570 Chinese schools and institutions nationwide. The charity campaign is proudly crowned and continues to be the 'The Longest Running and The Highest Funds Raised through Chinese Charity Shows' by the Malaysia Book of Records.

"This achievement has justified our success in making Top Ten a fund-raising platform for improving the Chinese education and their institutions. At Carlsberg Malaysia, we believe in 'Sharing with the Community Unconditionally'. We had over the past 24 years invested millions of ringgit to support this fund raising platform of this campaign. Our long term strategy is to stay active as a supporter in contributing towards the development of the education in Malaysia. Representing Carlsberg Malaysia, it is an honour to witness another successful journey of the Top Ten Charity Roadshows, especially which celebrating its 25<sup>th</sup> Anniversary this year. Top Ten



continues to nurture its close relationship in upgrading the level of education in the Chinese community,” Soren Ravn, Managing Director of Carlsberg Malaysia shared.

Dato’ Chin Voon Loong, Deputy Managing Director added, “Being kind and generous in helping others is the common merits deep-rooted amongst most people and in this case, the Chinese community. We are happy to see that many generous contributors and donors are practicing this today. We appreciate their efforts, contributions and donations as well as their high sense of social responsibility.”

At the Top Ten Charity Campaign held at Benta Pahang, guest of honour, YB Datuk Seri Liong Tiong Lai, Minister of Health Malaysia shared during his opening speech: “I wish to commend Carlsberg Malaysia who has certainly demonstrated corporate philanthropy in giving back to the society via this CSR Community project. I am impressed to see the long term commitment and support provided by Carlsberg Malaysia towards the Top Ten Charity Campaign and its engagement with the Chinese community in supporting of education for the past 25 years. They have set a very good example to other corporate companies.”

The artistes line-up for Top Ten 2011 consists of local talents Amy Wang, Christopher Lay, Peace Teo, Stephanie Liew, Fyone Tan, Choo Hao Ren, John Wee, Athena Beh and two veterans cum former Top Ten artistes, Cozzi Chong and Yang Wei Hung.

The final round of the 2011 Top Ten charity road shows will be commencing from mid October until early November. For more information, please visit [www.toptencharity.com.my](http://www.toptencharity.com.my)

----- End -----

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>
-----------	---------------------------------------------------------	--------------------------------------------------------------------------------------------------

Rachelle Liew	Corporate Communications Executive	D/L: 03-55226463 <a href="mailto:rachelletiew@carlsberg.com.my">rachelletiew@carlsberg.com.my</a>
---------------	------------------------------------	------------------------------------------------------------------------------------------------------



## 《十大义演》欢庆亮眼的 25 周年

成功为 6 所华校筹获 777 万令吉教育发展基金

莎亚南, 2011 年 7 月 21 日- 马来西亚 Carlsberg (皇帽) 集团旗下的企业社会教育公益活动- 《十大义演》(十大) 为其欢庆 25 周年之际创下一个亮眼的开始, 成功在西马 5 个州属为 6 所华校筹获总额为 777 万令吉的教育发展基金。2011 年第一回合《十大义演》获得来自各界善张仁翁的热烈支持与回响, 使得 6 所受惠单位中的 5 所学校成功超越之前所订下得筹款目标达 23%。这成绩证明了《十大义演》为本地最具信誉和声望的华教发展筹款平台。

《十大义演》是一项自 1987 年由马来西亚 Carlsberg (皇帽) 集团全力赞助, 并与本地两家中文媒体联合主办的社会公益活动。拥有超过 24 年的悠久历史, 《十大义演》成功协助全国逾 570 所华校和团体筹募超过 3 亿 5700 万令吉的教育发展基金。《十大义演》也成功获得并继续保持马来西亚记录大全所颁发大马《最悠久华教慈善义演》及《最高筹款华教慈善义演》的两项全国纪录。

“这项成就认证了我们已成功透过《十大义演》这一个平台, 极力维护和推广华教和提升华校发展获得认同。在马来西亚 Carlsberg (皇帽) 集团, 我们深信‘无条件与社会共享’。过去 24 年, 马来西亚 Carlsberg (皇帽) 集团投资了超过千万令吉资金以支持这项慈善活动的营运经费。我们的长期计划是继续成为活跃和主动的支持者, 特别是在为马来西亚的教育发展中贡献。我谨代表马来西亚 Carlsberg (皇帽) 集团, 非常荣幸能够见证《十大义演》另一个成功的里程碑, 特别是欢庆今年这一个振奋人心的 25 周年。《十大义演》将继续维持与华社之间, 在提升教育制度紧紧相系的紧密关系,” 马来西亚 Carlsberg (皇帽) 集团董事经理王守仁分享。

马来西亚 Carlsberg (皇帽) 集团副董事经理拿督陈文龙也说到: “仁慈、慷慨地乐于助人是华人根深蒂固的传统美德和优点。我非常高兴看见这么多位慷慨的捐助者, 不断的履行这样的善举。再穷不能穷教育, 我衷心感谢及欣赏你们在献力社会责任公益活动所付出的努力及仁慈的心。”



马来西亚卫生部长拿督斯里廖中莱在出席彭亨州其中一场《十大义演》致词时表示：“我要赞扬马来西亚 Carlsberg 集团过去所扮演企业集团在回馈社会的精神。我非常高兴看见马来西亚 Carlsberg 集团 25 年来长期来通过《十大义演》对华社的互动和承诺，积极推广及支持教育发展。他们已为其他企业单位设下一个非常好的榜样。”

今年《十大义演》阵容有王明丽、黎升铭、张诒博、刘佩芯、陈慧莹、朱浩仁、黄俊源、马嘉轩及两位本地资深兼前《十大义演》艺人雁卿和杨伟汉。

2011 年第二回合《十大义演》将在今年 10 月至 11 月展开。预知更多详情，请浏览 [www.toptencharity.com.my](http://www.toptencharity.com.my)

----- End -----

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>
-----------	---------------------------------------------------------	--------------------------------------------------------------------------------------------------

Rachelle Liew	Corporate Communications Executive	D/L: 03-55226463 <a href="mailto:rachelletiew@carlsberg.com.my">rachelletiew@carlsberg.com.my</a>
---------------	------------------------------------	------------------------------------------------------------------------------------------------------