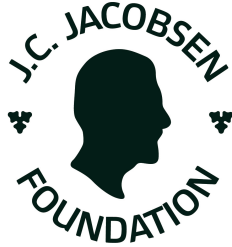




FOR IMMEDIATE RELEASE



**PRESS
RELEASE**

J.C. Jacobsen Foundation makes Shah Alam a greener township

Shah Alam, March 7, 2015 – J.C. Jacobsen Foundation (“Foundation”), the charity outreach of Carlsberg Malaysia, pledged its support towards the Shah Alam Trees for Life programme by making a cash contribution of RM45,000. Aim at backing the efforts towards environment conservation and protection, the Foundation is committed to do its part for the neighborhood where it is operating in as to make its neighborhood a greener environment.

Jointly collaborated with the Shah Alam City Council (MBSA), some 300 volunteers, from the public and the Foundation, rolled up their sleeves and together, planted approximately 15,000 trees along Jalan Monfort, Seksyen U1 & U2 in Shah Alam. At the trees planting event, volunteers were also briefed on the various species of trees by Dr. Jean Marc Roda from Universiti Putra Malaysia’s Institute of Tropical Forestry & Forest Products.

“The Foundation is committed towards the preservation of our Mother Nature. We believe that through collaboration with others, we could make a greater impact. Planting more trees around Shah Alam not only accentuates the aesthetic of this beautiful city, it also contributes towards combating climate change,” said Henrik Juel Andersen, member of Board of Trustees of J.C. Jacobsen Foundation.

According to Mayor of Shah Alam, Dato’ Hj. Ahmad Zaharin b. Mohd Saad, the Trees for Life programme, which is now running in its 5th year, is an important activity on the city council’s yearly agenda, as it brings together various parties for a common goal, that is to value and protect the environment.

“We are pleased that J.C. Jacobsen Foundation could be the first partner this year for MBSA’s Trees for Life and we hope other corporate entities would follow the Foundation’s footsteps, as it helps to ensure the success of this programme,” he said.

The Foundation, which was set up in 2014, aims to improve the quality of life of Malaysians through its contributions towards education and environment. In the last six months, it has contributed more than RM400,000 towards different NGOs, which amongst others, to support various schools nationwide, rehabilitate a waterfall in Selangor and for the maintenance of two elephants in Zoo Negara.

About J. C. Jacobsen Foundation



J. C. Jacobsen Foundation was launched in June 2014, as a community outreach and an extension of the robust Corporate Social Responsibility program of Carlsberg Malaysia. The Foundation was named after the founder of Carlsberg, J.C. Jacobsen, who was known for his deep passion for philanthropy. Aimed at enhancing and protecting the quality of life of Malaysians, the Foundation is committed to brew a better and greener future by making a difference and impact to three core pillars of education, sports and environment.

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This media release has been prepared by J. C. Jacobsen Foundation and is for immediate release. For further enquiries, please contact:

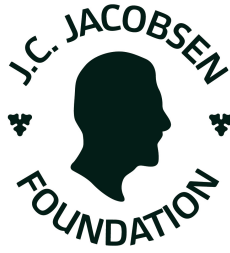
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供即时发布



**PRESS
RELEASE**

J.C. Jacobsen 基金会绿化莎亚南

莎亚南 7 日讯 – 马来西亚 Carlsberg 旗下的慈善机构，J.C. Jacobsen 基金会捐出 45,000 令吉支持莎亚南生命之树的计划。旨在保育和保护环境，该基金会致力于尽自己作为社区内的一份子，绿化其工厂运作的周围。

约 300 名来自公众和基金会的志愿者与莎亚南市政厅合作，齐心协力一起在莎亚南的 Jalan Monfort, Seksyen U1 和 U2 种植约 15,000 棵小树。志愿者们在植树活动期间获得来自博特拉大学，Jean 教授的植树解说。

“我们的基金会致力于保护我们的大自然。我们相信，通过与其他机构的合作，我们可以达到正面的效果。此外，我们在莎亚南周围种植更多的树木不仅突出了这个美丽的城市，也有助于应对气候的变化，”J.C. Jacobsen 基金会董事会的成员，皇德生先生说。

据莎亚南市政厅市长，Dato' Hj. Ahmad Zaharin b. Mohd Saad，“生命之树计划已运行了 5 年，是市政厅年度议程的一项重要活动，因为它汇集了各方的共同目标，即重视和保护环境。我们很高兴地看到，J.C. Jacobsen 基金会是今年生命之树计划的第一个合作伙伴，我们希望其他公司会依照基金会的脚步，因为它有助于确保该计划的成功。”

该基金会成立于 2014 年，旨在通过自己对教育和环境的贡献，提高国人的生活质量。在过去的六个月中，该基金会对不同的非政府组织，已经贡献了超过 400,000 令吉，其中包括支持许多学校，重建雪兰莪州的瀑布和维护两个马来西亚国家动物园的大象。

关于 J.C. Jacobsen 基金会

J.C. Jacobsen 基金会于今年 6 月主办了推展礼，作为皇帽集团的社会宣传及企业社会责任活动的延展。此基金会命名于皇帽创始人，J.C. Jacobsen，对慈善事业拥有热情而闻名。为了促进及提高马来西亚人民的生活质量，该基金会承诺将以教育、体育及环境来创造更美好的未来。

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此新闻稿是由 J.C. Jacobsen 基金会所提供，可即时发布。若有进一步的询问，请联络：



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