



**PRESS
RELEASE**

TOP TEN CHARITY CAMPAIGN COMMENCE ON 5th July 2014

TOP TEN CHARITY CAMPAIGN IS BACK WITH A STRONGER LINE UP OF PARTNERS SHARING THE SAME VISION

KUALA LUMPUR, 21st MAY 2014: Top Ten Charity Campaign, the flagship Chinese community project of Carlsberg Malaysia, is back on the mission of fund raising for the betterment and development of education. The official launch event was held at Redbox Karaoke, The Gardens mall.

The Launch of Top Ten Charity 2014 formally introduced the line-up of artistes and its new partnership with radio station Melody FM that aims at providing more excitement and engagement. Top Ten also announced its continued partnership with MY FM and Red Box & Green Box Karaoke. Top Ten line-up artistes of this year including Qing Yong, Vicky Tan, Amy Wong, Pink Tan, Peace Teo, Orange, Hao Ren, Joe and appointed Emcee will be MyFM radio station broadcaster Jym Chong.

Top Ten has constantly introduced improvement and added excitement to the fund-raising programme. Top Ten will be continuously running a Parent-Child or Teacher-Student singing competition as it was a success with overwhelming response from the 12 participated schools. This singing competition will not only foster a closer bonding but further promoting the development of performing and music at school levels.

In addition, raising the bar this year, Top Ten has newly introduced and announced Story line contest, "My Childhood Memory in School" which will be held this year. This will be opened to students 18 and above which is a good opportunity for students and public to explore their creativity and resonate with the younger ones. Both competitions will be supported by our loyal partner, Red Box & Green Box Karaoke.

At the press conference, Managing Director of Carlsberg Malaysia Henrik Andersen said, "Thanks to the generous contribution of public, relentless support by all parties



behind Top Ten and not forgetting our loyal consumers. Top Ten, has successfully raised more than 400million and benefited approximately 600 schools and higher learning institutions over the last 27 years. Also, our heartfelt appreciation goes to all our dedicated partners for your continuous support. A special acknowledgement goes to our long standing partner Nanyang Siang Pau and China Press, not forgetting My FM, Melody FM and Red Box & Green Box Karaoke for sharing the same vision with us. I am sure with your support; Top Ten will scale to greater heights.”

Top Ten Charity Campaign continues to support the education in the Chinese community despite the challenges encountered. Nanyang Siang Pau and China Press share the same vision and mission with the brewer and work tirelessly to support 14 beneficiary schools this year. The fourteen charity road shows will commence from July for first leg and November for second leg.

For more information, please visit www.toptencharity.com.my or contact Jacob Siau, Community and Marketing Activation Executive at 03-5533 6404.

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries please contact:

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新闻稿



《十大义演》 马不停蹄献华教

2014《十大义演》正式开跑，马年继续为华教展开长征之路！

(吉隆坡21日讯) — 在全体华社热心人士的鼎力支持下，自1987年开跑、2013年突破4亿令吉总筹款额大关，并蝉联大马纪录大全认证为“最悠久及最高筹款额的华教慈善义演”两项殊荣的《十大义演》将于今年的7月5日正式开跑第一回合的巡回义演。在《十大义演》迈入第28个年头之际，马来西亚Carlsberg集团连同南洋商报及中国报特别在位于吉隆坡谷中城The Gardens Mall 的Red Box 为该义演举行正式推介礼。该推介礼主要是宣布MY FM 与Red Box 卡拉OK 将继续成为2014年十大义演的合作伙伴、电台新伙伴Melody FM的正式加入以及艺人阵容。

2014年《十大义演》将在两个回合7月份及11月份展开一连14场的慈善义演。该义演今年主要是以一个更有伸缩性的形式应对更多需求，希望协助及惠及更多的华校以发挥《十大义演》捍卫华文教育的精神。第一回合的义演将于7月5日开跑至7月6日。今年参与《十大义演》第一回合的受惠学校包括丹绒马林公教中学及北海麦曼珍华小。

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由于去年开始举办的“十大新声代亲子歌唱比赛”深受好评，大会将持续为各受惠学校举办该歌唱比赛。目的是为让才华横溢的学子提供表演平台外也希望借此机会拉近亲子或师生之间的关系。参赛者将有机会赢取由马来西亚Carlsberg集团赞助的丰厚奖金以及Red Box卡拉OK赞助的现金礼卷。除此之外，冠军得奖者也有机会在义演当晚登上十大舞台与十大艺人零距离接触以及参与千金难买的演出机会和累计经验。十大艺人也将到各自的学校给参赛学生讲评和分享多年的歌唱经验。今年男艺人阵容分别有秦咏，曾耀祖，张詒博，朱浩仁；女艺人阵容则包括陈薇芝，陈珂冰，王明丽以及陈慧恬。相信这壮大的艺人阵容势必为今年的《十大义演》增添不少惊喜并能符合老少的口味。

《十大义演》今年特别也在6月至12月期间举办一项《征文比赛》，题材既“那些年，我在学校的回忆”。该比赛的主要目的是希望能借此勾起大众对母校的回忆及华文教育的感激。

马来西亚Carlsberg集团董事经理皇德生分享：“作为一家驻马来西亚国际企业公司，我们非常重视华文教育和中文乐坛在大马的发展。因此，马来西亚Carlsberg集团在过去27年一直秉持着“取之社会，用之社会”的企业社会责任理念每年耗之百万通过旗下2项慈善义演《十大义演》和《我爱华教东马慈善义演》不间断为华社贡献并成功为700所学校筹获超过5亿1300万令吉的慈善善款。单项《十大义演》就已为600所华校和文教团体筹获4亿1000万令吉的教育基金”。

活动当晚是由马来西亚Carlsberg集团董事经理皇德生和南洋报业集团总营运，廖深仁先生主持推介礼。当晚出席嘉宾也有，联兴F&B有限公司总经理-苏志伟先生、Red Box集团首席执行官-朱玉婵女士和My FM中文电台节目部策划副经理-叶伟良先生。

有意了解更多有关2014年《十大义演》详情，请浏览官网www.toptencharity.com.my。

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