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FOR IMMEDIATE RELEASE

Press Statement 25/2020
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A Tribute by LFC Fans in Malaysia to the Premier League Champions

Carlsberg enables local Liverpool FC fans to co-create an anthemic tribute to the new Premier League Champions

SHAH ALAM, 24 August 2020 – If you're a Liverpool FC fan who wanted to celebrate the Reds' historic Premier League win with fellow fans but couldn't due to Covid-19 social distancing, you're not alone. At least, not anymore!

In solidarity with Reds supporters everywhere, 500 Malaysian fans paid tribute to the team and other fans around the world by singing the Liverpool FC fan anthem – *You'll Never Walk Alone*. The videos were recorded separately wherever fans were and then put together in a single video tribute placing the fans in a virtual stadium in celebration of the champions' trophy lifting.

Featuring congratulatory quotes from fans in Peninsular Malaysia, Sabah and Sarawak, the resulting chorus of previously individual voices resounding soulfully within the virtual stadium is especially poignant, given Liverpool FC's long-awaited trophy presentation at Anfield's hallowed pitch was a bittersweet affair to an almost-empty stadium due to the global Covid-19 pandemic.

The video by Red fans in Malaysia was made possible by Carlsberg – Liverpool FC's longest-standing corporate partner for 27 consecutive seasons – in the spirit of celebrating the Reds' record-breaking run together even while physically apart and pledging support to make the next season even better. *[Watch the video here: <https://bit.ly/LFCVirtualStadium>]*

Stefano Clini, Managing Director of Carlsberg Malaysia, said, "It has been an unprecedented honour to share in the inspirational outpouring of support and celebration from fans of Liverpool FC throughout Malaysia even during these very challenging times. Last year, we went all red for The Reds with the limited run of Carlsberg Red Barley and this year, we're taking it one notch higher by painting the town red with the Champions livery across all our Carlsberg Danish Pilsner and Carlsberg Smooth Draught bottles and cans."

"As a brand, Carlsberg has stood beside the Reds through thick and thin over 27 seasons with more to come. We have and will continue to do the same with our consumers, customers and business partners in anticipation of making the next shared success and celebration even better," Clini added.

As an added surprise from the brewer, limited-edition Carlsberg x Liverpool FC Champions lockers custom-ordered to commemorate Liverpool FC's Premier League win will be up for grabs through online contests on Carlsberg's Facebook page when the new season opens.

The green metal locker kits come with two Champions edition cans of Carlsberg Danish Pilsner and Carlsberg Smooth Draught and a special-edition Carlsberg stem glass with the Liverpool FC crest, but also a commemorative Carlsberg coaster featuring the champion team's signatures. Inside, the collectibles sit on a representation of Anfield's turf surrounded by pictures of cheering fans throughout the club's history.

The Liverpool FC Champions locker kits join the line-up of Carlsberg memorabilia celebrating the occasion, including the limited-edition Champions Set and personally-signed player jerseys offered through Carlsberg "Buy, Scan & Win" consumer promotions. Consumers stand to win simply through purchases at hypermarkets, supermarkets, convenience stores, bars, restaurants, coffee shops, and participating online stores.

Fans will have even yet another chance to win the Liverpool FC Champions Set on an easy-to-participate online contest on Carlsberg Malaysia's Facebook page between 1 to 7 September.

Visit the Carlsberg MY Facebook page at www.facebook.com/CarlsbergMY to view the video tribute and to look out for a chance to win the limited-edition Liverpool FC Champions lockers and Champions sets. For more information on the promotions, visit www.probablythebest.com.my.

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About Carlsberg Malaysia

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. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

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马来西亚粉丝献给全球球迷的一份心意

Carlsberg 让国内各地利物浦球迷合体高唱红军队歌向英超新霸主致意

莎阿南 24 日讯 – 碍于新冠疫情需要保持社交距离，令利物浦忠实球迷的你无法如愿和其他球迷欢聚一起，欢庆红军的历史性胜利，但是，你还是不会落单！

来自马来西亚的 500 名球迷齐声高唱利物浦足球俱乐部的队歌 – 你永远不会独行 (*You'll Never Walk Alone*)，与其他球迷同欢共庆，同时也向红军和世界各地球迷致意。这个视频是各地球迷各自拍摄，然后经过后期制作，让他们都融入虚拟球场，一起庆祝红军捧杯。

视频内除了马来西亚半岛、沙巴和砂拉越球迷们献上祝福之外，他们在虚拟球场的传神合唱，让因新冠疫情而落得观众寥寥无几的安菲尔德球场，在迎接利物浦久违的冠军杯之际，凸显了欢乐略带悲凉的氛围。

连续 27 个赛季成为利物浦足球俱乐部合作伙伴的 Carlsberg，成功让各分东西的马来西亚球迷通过视频合体，向全球球迷致意，共庆红军的历史性夺冠，并一起祝福球队在来临的赛季会更好。[观赏视频，请点击: <https://bit.ly/LFCFansVirtualStadium>]

马来西亚 Carlsberg 集团董事经理葛利尼说：“我们深感荣幸能够在这个非常时期，分享全马红军球迷这份铭心的支持和欢庆的雀跃。我们在去年，为球队奉上限量版全红的 Carlsberg 红麦啤酒；今年，我们再度升级，把全系列 Carlsberg Danish Pilsner 和 Carlsberg Smooth Draught（顺啤）的瓶和罐都换上冠军红色。”

葛利尼补充说：“Carlsberg 品牌 与红军携手走过了 27 个赛季的风雨，并期待能继续并肩走下去。我们也将秉持相同的精神与消费者、客户和商业伙伴共创更美好的未来。”

酒厂也带来了另一份惊喜，由 9 月中新赛季开赛期间即将献出客制化而且绝对限量版的 Carlsberg x 利物浦球队冠军宝箱，以纪念利物浦勇夺英超冠军。公众可通过 Carlsberg 脸书专页参加线上游戏赢取这个宝箱。

这个绿色的金属宝箱内附有两罐冠军版的 Carlsberg Danish Pilsner 和 Carlsberg Smooth Draught（顺啤）以及一个特制版，印上利物浦队徽的 Carlsberg 酒杯，附加冠军队伍签名的 Carlsberg 纪念杯垫。箱内的物品座垫则代表安菲尔德的草皮，四周由球会历年球迷欢呼的图片所环绕。

此次“购买、扫描、赢奖”促销活动的 Carlsberg 纪念品有利物浦冠军宝箱、限量版冠军礼盒及球员亲笔签名的球衣。消费者只需在霸级市场、超级市场、便利商店、酒吧、餐厅、咖啡店及参与促销活动的网店购买产品，即有机会赢奖。

球迷们也可以于 9 月 1 日至 7 日，通过马来西亚 Carlsberg 集团的脸书专页参加一项简单又轻松的线上游戏，即有机会赢取冠军礼盒。

欲浏览 Carlsberg MY 脸书专页，登入 www.facebook.com/CarlsbergMY，观赏致意视频以及有机会赢取限量版利物浦冠军宝箱和冠军礼盒。关于更多促销详情，请浏览 www.probablythebest.com.my。

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更多咨询，请联络：

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