



**PRESS
RELEASE**

TOP TEN CHARITY CAMPAIGN PLEDGES RM24 MILLION FOR DEVELOPMENT OF EDUCATION 14 SCHOOLS BENEFITTED FROM THE FUNDRAISING PROGRAMME

KUALA LUMPUR, 24 December 2014: Top Ten Charity Campaign (Top Ten), the flagship community project of Carlsberg Malaysia in collaboration with two Chinese dailies Nanyang Siang Pau and China Press, recorded a total donation of RM24 million throughout the year-long fundraising concerts for 14 schools in Butterworth, Perak, Johor and Klang Valley.

Despite the unfavorable business environment, Carlsberg Malaysia stayed committed towards the development of vernacular schools by making the Top Ten this year a bigger, better and more engaging one. The charity concerts were increased to 14 from 8 shows last year and marked a significant milestone where RM 6.3million was raised for the Hua Lian High School in Taiping, Perak.

Listed in the Malaysia Book of Records as the “Highest Funds Raised and “Longest Running Chinese Charity Show” in Malaysia, Top Ten has over the last 28 years accumulated a total school building funds of RM438.8 million and benefitted over 613 primary and secondary schools and various education institutions.

“Top Ten is a testament of Carlsberg Malaysia’s commitment towards the community, particularly in supporting the development and expansion of the vernacular schools, which ultimately benefit the students as they could learn in a more conducive and complete environment. We would like to thank the relentless support of headmasters, PIBG, teachers, parents and generous donors for making Top Ten a highly regarded fund-raising platform in the society,” Henrik Juel Andersen, Managing Director of Carlsberg Malaysia, shared at the road show held in Hua Lian High School, Taiping.

Fund-raising Chairman Low Bok Tek said, “Hua Lian High School had successfully raised RM2.6 million via Top Ten in year 2012. I am very glad that we have again received overwhelming response and raised over RM6.3 million through the same



Top Ten platform this year. My heartfelt thanks to Carlsberg Malaysia, Nanyang Siang Pau and China Press for their unconditional support towards the local education.”

Adding excitement to the platform, Top Ten organised a Parent-Child or Teacher-Student singing competition that aimed to foster a closer relationship within the younger generation and their senior or parents. This activity was well received as winning duos were given the chance to perform at the charity concert on the same stage the upcoming Malaysian artistes like Peace Teo, Orange Tan, Amy Wang, Pink Tan, Joe Chang, Hao Ren, Vicky Tan and Qing Yong. The performance this year comprised of Charleston musical-alike, Melodies of Oldies and Korean pop in order to entertain viewers of different age group and preferred music genre.

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

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2014《十大义演》再创佳绩 马不停蹄为华教成功筹获2千4百万令吉总款额

（吉隆坡24日讯）一由马来西亚Carlsberg集团赞助主办，《南洋商报》及《中国报》联办的2014《十大义演》，今年度两个回合共14场的巡回义演，已在威北甲抛峇底千禧礼堂与2千名热心人士的见证下正式圆满落幕。

2014年《十大义演》从7月份第一回合至10月及11月份第二回合的义演，一共为全马14所华校筹获2千4百万令吉的总款额。自1987年开跑，《十大义演》通过热心华教人士慷慨解囊，为华校出钱又出力协助国内一所又一所的华校改善基本设施的不足、简陋校舍、缺乏硬体和软体设备等情况以让社会未来的主人翁有个更舒适良好的求学环境。作为大马唯一获得两项马来西亚记录大全的慈善义演，《十大义演》迄今已成功为613所学校成功筹获总额超过4亿3875万令吉的华文教育发展基金。

在2013年，赛成联合小学通过《十大义演》的平台一举筹获721万令吉，刷新《十大义演》这么多年来单一学校最高筹款记录。2014年的《十大义演》也不例外的为太平华联独

中筹募七层宿舍大楼发展计划，突破原定目标400万令吉，筹获633万令吉的款项，创下霹雳州28年来最高筹款纪录。华联独中董事长刘木德说：“该校曾于2012年通过《十大义演》筹得了260多万令吉的款项。很高兴能再次通过《十大义演》这个平台筹获633万令吉的款项。衷心感谢马来西亚Carlsberg集团，《南洋商报》及《中国报》对华文教育不间断的支持。”

作为一个全方位的慈善义演，除了为华教筹募基金和宣扬华教精神外，也非常注重师长与孩子们之间的互动。在这充满科技诱惑的时代里，孩子们往往会全神贯注于网络的虚假世界并与父母和老师产生了巨大隔膜。因此《十大义演》连同各单位举办“十大新声代亲子歌唱比赛”希望能借此机会拉近师生和父母亲之间的彼此关系。《十大新声代亲子歌唱比赛》自2012年举办以来深受各界好评，今年也将不例外的在次为受惠学校举办这项意义非凡的活动。各校的冠军代表在义演当晚在十大舞台表现非常出色，很用心的表演且在服装方面也下了不少功夫让大家叹为观止。

马来西亚Carlsberg集团董事经理，皇德生表示：“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。马来西亚Carlsberg集团在过去28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613所华校和文教团体筹获4亿3875万令吉的教育基金”。

“马来西亚Carlsberg 集团在这经济低潮期依然决定提高义演场数从去年的8场增至今年的14场并为城市及乡镇的华教献力，这证明了马来西亚Carlsberg集团拥有捍卫华人文化及历史的积极态度。除此之外，在迈入新时代之际，《十大义演》也一直不断自我提升。不论是在筛选艺人、宣传活动或在节目策划上都非常讲究，目的是希望给观众们耳目一新的感觉。”皇德生补充。

2014《十大义演》的表演深受观众的喜爱。表演的形式符合了各阶层的年龄，其包括歌舞剧，那些年我们的电“瘾”主题曲，黄金名曲40s载及韩风音乐汇。无论是歌手，舞蹈员，伴舞服装或舞台设计灯光气氛等都非常的出色。歌手们以舞蹈，歌唱，乱打敲击乐，演戏及魔术等让在场千名的观众都如痴如醉。壮大的艺人阵容为今年的《十大义演》增添不少惊喜并符合老少的口味。