

THE 2010 TOP TEN CHARITY CAMPAIGN RAISED RM 11.6 MILLION FOR SCHOOLS

SHAH ALAM, NOVEMBER 9- Carlsberg Malaysia's fully sponsored 2010 Top Ten Charity Campaign (Top Ten) successfully achieved its goal by raising RM 11.6 million from 11 charity road shows. The Top Ten Charity Campaign was also supported by Nanyang Siang Pau and China Press who were joint organizers with Carlsberg Malaysia.

The 2010 Top Ten Charity Campaign was recently concluded where 11 schools in Perak, Selangor, Seremban, Johor and Malacca benefitted from the Top Ten Charity Campaign and raised RM11.6 million. The Top Ten Charity Campaign involves fund raising initiatives from local communities to support their local schools and culminates with a grand Top Ten Charity Campaign. The 2010 Top Ten Charity Campaign was attended by more than 9,000 contributors, supporters and well wishers.

At the final concert held at the SRK Puay Chai 2 in Petaling Jaya recently where RM4.0 million was raised, Deputy Managing Director Dato Chin Voon Loong commented "Carlsberg Malaysia believes in Sharing with the Community . We are fully committed to operating our business in an environmentally sound, sustainable and socially responsible manner. The Top Ten Charity Campaign is part of our CSR Community programme. We are very proud that the Top Ten has evolved to this grand scale." He further commented that Carlsberg believes that every child should have the fundamental right and opportunity to a good education which would contribute to a more knowledgeable workforce and develop our future leaders to support our 1 Malaysia .

The Top Ten Charity Campaign in its 23rd year continues to be the leader in the fund raising charity drive. More than **RM 348 million** for **571 Chinese schools and institutions** had been raised



to support the development of these educational institutions. The Top Ten Charity Campaign had been awarded two national records as the 'Longest Running as well as the Highest Funds Raised by Chinese Charity Shows' in Malaysia by the Malaysia Book of Records.

"We wish to thank all the generous donors who had over the 23 years contributed generously and supported the Top Ten Charity Campaign and the development of Chinese education and institutions," Dato' Chin added.

At one of the earlier Top Ten Charity Campaign in Petaling Jaya, the guest of honour, YB Senator Dato' Ir Donald Lim Siang Chai, Deputy Finance Minister of Malaysia commented: "I wish to commend Carlsberg Malaysia who has certainly demonstrated corporate philanthropy in giving back to the society via its Corporate Social Responsibility (CSR) project with the Community. I am very impressed to see the long term commitment and support provided by Carlsberg Malaysia towards the Top Ten Charity Campaign for the past 23 years. The unconditional dedication of Carlsberg Malaysia in supporting the education and community is a good example to other corporate citizens. I urge for more companies to come forward to emulate similar CSR projects for education."

For more information on Top Ten, please visit www.carlsbergmalaysia.com.my or www.toptencharity.com.my

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