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**PRESS
RELEASE**

Carlsberg Malaysia lights off, raises awareness for Earth Hour

Shah Alam, March 28, 2015 – Carlsberg Malaysia joins millions of people and businesses across the world today to raise awareness on climate change by switching off lights in its brewery and 16 sales offices nationwide as well as engaging its consumers to “Unplug to Reconnect”.

This year, Carlsberg Group activated a global campaign calling international beer lovers to pledge their support towards Earth Hour movement. While supporting the global campaign, Carlsberg Malaysia is taking it up a notch as it hosted an Earth Hour gathering at its brewery for about 40 of its employees and guests. The brewer has been supporting Earth Hour since 2008, in line with Carlsberg Group’s call to play a part in protecting Mother Nature, from which the key ingredients of its beer are sourced.

“We are committed to brew and grow our business sustainably, and this is translated across our value chain, as reported in our CSR Report 2014, which commendable progress was recorded in environmental efficiency, sustainable packaging and responsible drinking,” said Pearl Lai, Corporate Communications & CSR Director.

In 2014, Carlsberg Malaysia successfully achieved its target of reducing electricity consumption by 5% through its energy efficiency initiatives, which amongst others include removal of old boilers and redundant piping. Building on its support towards the Earth Hour movement, the brewer has recorded a reduction in energy consumption of a total of 4,963kWH from year 2008 to 2014, saving the environment from about 3,610kg of carbon dioxide emission.

Supporting Carlsberg Group’s social media campaign, “Unplug to Reconnect”, Carlsberg Malaysia corporate Facebook page, as well as that of Carlsberg beer brand, would turn black during the hour so that its fans and consumers could disconnect from their devices during this time to spend some quality moments with their family and friends.

Also in support of the Earth Hour 2015 movement, Carlsberg Malaysia collaborated with Saito College by organising an Earth Hour video contest for the latter’s students. The contestants developed several videos to spread the importance of protecting our Mother Earth and practising



sustainability. The contest not only challenges the creativity of the students, it also gave them a platform to learn more about climate change themselves.

The brewer's charity outreach, the J.C. Jacobsen Foundation also recently supported the Shah Alam City Council's Trees for Life campaign, which was a tree planting programme that aims to reduce carbon footprints and enhance the greenery areas within the Shah Alam township. Through the Foundation's contribution, about 300 volunteers were able to plant 1,500 trees along Jalan Monfort, Seksyen U1 & U2 in Shah Alam.

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

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供即时发布

**PRESS
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皇帽灭灯，提倡地球一小时

莎亚南 28 日讯 - 马来西亚 Carlsberg 集团与全球数以万计的大众和企业肩并肩，共同提倡人们对地球气候变化的意识，更熄上其啤酒厂和全国 16 个销售办事处的电灯，以及在大众之间推广“熄灯只为连接情谊”运动。

今年，Carlsberg 集团总公司启动了一个全球性的运动，号召世界各地的啤酒爱慕者，宣誓支持地球一小时运动。在支持此运动的同时，马来西亚 Carlsberg 集团为约 40 名的员工和宾客，在其啤酒厂主办了地球一小时的聚会。自 2008 年以来，马来西亚 Carlsberg 集团以响应总公司的号召，持续支持地球一小时运动以确保大自然可持续生产酿制啤酒的原料。

“通过我们的价值链，我们得以持续酿造我们的啤酒和发展我们的业务。据 2014 年的企业社会责任报告，我们在环境效益，可持续包装和理性饮酒方面，获得优越的进展，”据赖明珠，企业传讯与企业社会责任总监。

在 2014 年，马来西亚 Carlsberg 集团通过能源效率措施，成功达到其目标，即降低多达 5% 的电力消耗，其中包括拆除旧锅炉和冗余管道。在其对地球一小时运动的支持下，啤酒厂为保护环境，从 2008 年至 2014 年共减少了 4,963 千瓦的能源消耗，同等于 3,610 千克的二氧化碳排放物。

为支持 Carlsberg 集团总公司的社交媒体活动，“熄灯只为连接情谊”，马来西亚 Carlsberg 集团的 Facebook，已在一个小时内停止所有网上活动。这样一来，啤酒爱好者与大众可以远离他们的电讯物品，在此期间与他们的家人和朋友共享难得的美好时刻。

马来西亚 Carlsberg 集团在支持 2015 年地球一小时的运动之即，同 Saito 学院举办了地球一小时视频制作大赛供其学生参与。参赛者们制作了一些视频为传播保护地球的重要性和实践可持续发展的运动。本次大赛不仅挑战了学生的创造力，也是一个让他们可以了解更多有关气候改变的平台。

马来西亚 Carlsberg 集团旗下的慈善基金会，J.C. Jacobsen 基金会最近也支持了莎亚南市政厅的生命之树活动，其植树计划旨在莎亚南乡镇范围内，减少碳足迹和提升绿化区域。通过基金会的贡献，约 300 名志愿者们在莎亚南的 Jalan Monfort, Seksyen U1 & U2 种植了 1500 棵树苗。



此新闻稿是由马来西亚 Carlsberg 集团所提供，可即时发布。若有进一步的询问，请联络：

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