



Back To School Surprise for 200 Students

Carlsberg Malaysia extends school bag and raincoat sponsorship in East Malaysia

Sabah, 9th November 2011: Two hundred students from four schools in Penampang District, Sabah had smiles on their faces when Carlsberg Malaysia extended its school bag and raincoat sponsorship in East Malaysia for the second year in conjunction with the “Back to School 2011” Corporate Social Responsibility (CSR) programme.

The event was kicked off at Sekolah Kebangsaan Tampasak Togudon in Penampang District, Sabah on 28 October as 200 schoolbags and raincoats were presented to primary school students from Sekolah Kebangsaan Tampasak Togudon, Sekolah Kebangsaan Terian, Sekolah Kebangsaan Buaian and Sekolah Kebangsaan Longkogungan.

The launch was officiated by Yang Berbahagia Datuk Donald Peter Mojuntin, Assistant Finance Minister of Sabah together with the Carlsberg Malaysia team, area sales manager Yeong Sooi Hing and district sales manager of Sabah Yong Tze Heng.

“Today’s gathering will definitely benefit our students from the four schools of Penampang district, Sabah. Thank you Carlsberg Malaysia for their CSR vision in assisting these students with essential items such as school bags and raincoats,” said Mojuntin.

Carlsberg Malaysia has been continuously involved in CSR programmes in the Peninsular as well as East Malaysia. In addition, the newly designed logo “I Love School” on the colourful school bags is an optimistic approach to boost students to strive harder in their studies.

Yeong said, “We are contented to see the happy faces of the children who received the school bags and raincoats. We are planning to organise several more presentations in Sabah in the weeks to come which I believe will be an anticipating moment for us as well as the students of the selected districts”.



To date, Carlsberg Malaysia has been actively involved in school bag, water tumbler and raincoat sponsorship for primary school students nationwide. Approximately 2,000 school bags have been distributed to primary school students in East Malaysia. Two thousand school bags were distributed last year.

For more information on Carlsberg Malaysia's "Back to School" project and other CSR programmes, please log on to www.carlsbergmalaysia.com.my.

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