



**PRESS
RELEASE**

SCHOOL BAG CHEERS FOR 1,000 PRIMARY STUDENTS

Brewery Continues to Engage with Community through Sponsorship Programme

Kuching, 12 November 2012: Primary one student across Sarawak received a pleasant boost ahead of the new school calendar year when 200 students from SK Selampit, Lundu benefitted from the I Love School project initiated by Carlsberg Malaysia.

The first leg of presentation of school essential items such as school bags, water tumblers and rain coats were presented to the needy students in the rural area. There will be another four presentations to be held across the state to benefit 1,000 native students.

Mr. Teoh Nar Teik, Regional Sales Manager East Malaysia shared, “Carlsberg Malaysia is a responsible brewer that does more than just brewing and selling beer. We believe in ‘Sharing with the Community on an Unconditional Basis’, where we not only place the excellence in the quality of our products, but also full committed to operating our business in a manner that is environmentally sound and socially responsible. We hope that our contribution has made significant difference to the betterment of the younger generation of the indigenous groups here in Sarawak.”

Initiated by Carlsberg Malaysia, the I Love School project which kicked off in 2009 in Semenanjung Malaysia was to assist impoverished students from the Indian community. Subsequently, this project was successfully initiated the following year in Sabah and Sarawak respectively.

Since its inception, 14,000 school bags and other school essentials have been contributed to needy primary one student in rural areas of across the country.

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

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