



**PRESS  
RELEASE**

## **SCHOOL BAGS CHEER FOR 2,000 TAMIL SCHOOL STUDENTS** **Brewery Contributes to Community Through I Love School Programme**

**Shah Alam, 1 February 2013:** Two Tamil schools in Brickfields received a pleasant boost ahead the new school calendar year when all students received school bags through the I Love School Programme.

Mr Soren Ravn, Managing Director of Carlsberg Malaysia who graced the ceremony at SK La Salle 1, Brickfields said in his speech, "Sharing with the Community on An Unconditional Basis' is what we at Carlsberg Malaysia have always believed in. We hope that with our modest input our children will have a better environment to learn and excel in their studies. We truly believed that with this contribution, our endowed students will have the motivation to pursue their studies."

Earlier this month, a presentation for the Southern Region was held at SJK(T) Sri Pelangi, Batu Pahat, Johor; meanwhile, another presentation was held for the Northern Region at SJK(T) Tan Sri Dato Manickavasagam, Tanjung Malim, Perak. The presentation in the Northern and Southern Region reached out to 700 and 400 students respectively.

Another presentation was also held for the Central region for 12 Tamil schools in Selangor when 500 students benefitted from the programme. The official presentation ceremony was held at the Midlands Convention Centre and was witnessed by YB Dr. Xavier Jayakumar, ADUN Seri Andalas.

Mr Chethra Selvam, Headmaster of SJK(T) Jalan Meru Klang from one of the 12 schools receiving the school bags commented, "This programme is indeed very helpful towards needy students, and my students are no exception. The I Love School has provided aid to these students especially those who are in need of financial assistance. With that, I would like to thank Carlsberg Malaysia who has been such a kind brewer in assisting Tamil school students including my school".

To conclude the handover of the school bags, another presentation ceremony was held at SJK (T) Sungai Renggam, Shah Alam when 130 primary 1 students received the school bags, water tumblers and food containers. Employees from Carlsberg Malaysia were present to handover the school bags to the students who received them in jovial mood.

Madam Yamunah Perumal, a language teacher in SJK(T) Sungai Renggam adds, "I believe that the programme has been a big motivation for the students in SJK(T) Sungai Renggam.



Our students are very happy with their new school bags and look forward to attend classes every day.”

Over the past four years, 8,000 school bags and other school essentials have been contributed to needy primary school student in rural areas. The I Love School Programme which kicked off in 2009 in Peninsular Malaysia was to assist impoverished students from the Indian community. The success of this programme was subsequently initiated in the following year in Sabah and Sarawak respectively.

For more information on the I Love School Programme, please visit [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)

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