

**PRESS
RELEASE**

“WHERE’S THE PARTY?” PARTY-GOERS LOOK TO NEVERLAND FOR ANSWERS

KUALA LUMPUR, 25 May 2013 – Intrepid party-goers are proving that they would do anything to get their hands on invites to Carlsberg’s ‘Where’s The Party?’ 2013, taking place on July 6 at a location that is still under wraps. This should come as no surprise given that the Carlsberg ‘Where’s The Party?’ is reputed to be the mother of all parties and one of epic proportion.

Psyched-up to demonstrate they have what it takes to make it onto the ‘Where’s The Party?’ 2013 guest list, hundreds of loyal Carlsberg fans and music lovers converged at Club Neverland recently to get a tiny taste of what’s in store for them on 6 July.

Eight more teaser parties, in addition to Neverland, will be held nationwide leading up to the main event. Each teaser party will give away five sets of invites. Alternatively, one can also win invites by catching the Carlsberg Roving ‘Where’s The Party?’ Troupe at selected locations in Malaysia and participating in the fun games they have in store.

At the Neverland teaser, ‘Where’s The Party?’ 2013 hopefuls were challenged to prove themselves by competing in a series of games and contests to bag the precious invites. Games with seemingly harmless names like *Cup-side down*, *Caps-off*, *Capture* and *Card-lifting* required significant patience, skill and above all, daring. But many prevailed by the end of the evening, a total of five sets of invites to ‘Where’s The Party?’ 2013 were handed out. Each set entitles the winner to attend ‘Where’s The Party?’ 2013 with three of their nearest and dearest.

Like in years past, mystery and suspense surround this year’s ‘Where’s The Party?’. In 2012, ‘Where’s The Party?’ III saw 1,200 revellers from Malaysia, Hong Kong and Singapore being kept in the dark until the big reveal on which *state* the party was being held came merely days before. Still clueless on the venue and every other aspect, yet completely hyped about the endless possibilities that the unknown holds, people committed to ‘Where’s The Party?’ III and Carlsberg delivered on its promise of making it an epic experience.



“This is the essence of our party. Wrapping it in a shroud of mystery fuels the anticipation. Our consumers know it will be epic, especially if they’ve partied with us before,” Juliet Yap, Marketing Director of Carlsberg Malaysia.

“Our aim is to create memorable, inspiring moments and experiences for our consumers while encouraging them to be bold and to step up to the challenge. Tonight, we can see that our consumers have truly latched on to the spirit of ‘Where’s The Party?’ stepping up to gain entry to what is expected to be the most epic ‘Where’s The Party?’ ever. Now, that calls for a Carlsberg!” she added.

The fourth installation of Malaysia’s most happening party will see stars from the local and global party stage converging under one roof. It was also announced that party-goers who make it into ‘Where’s The Party?’ 2013 in Malaysia will have a chance to win all expense paid trips with three of their friends to see DJ Axwell at the global “Where’s The Party’. Carlsberg is keeping the rest of the details bottled up as usual!

If you miss these opportunities, you can still secure an invitation to the main event. All you have to do is to purchase RM100 of Carlsberg beer and hang on to the receipt. Then visit www.wherestheparty.my to register and be in the running to bag a set of invites. All in all, Carlsberg will be giving away 3000 invitations to ‘Where’s the Party?’ 2013.

For more information, keep your ear to the ground or you can go to facebook.com/CarlsbergMY or www.carlsberg.com.my.

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