

**PRESS  
RELEASE**



## **MAKE A DATE WITH RIHANNA IN MACAU**

### **BUDWEISER 'MADE FOR MUSIC' TO FLY THREE LUCKY CONSUMERS WITH PARTNERS TO WATCH DIAMONDS WORLD TOUR CONCERT LIVE**

KUALA LUMPUR, 23 JULY 2013 – World renowned superstar Rihanna is making her way to Asia for her most awaited Diamonds World Tour concert kick starting in Macau on 13 September. Jumping on to this glittery act, the Budweiser 'Made For Music' programme will see a total of six lucky Malaysian fans flying to watch her live in Macau!

Budweiser recently announced the global launch of "Made For Music" programme across its 85 countries worldwide and is hoped to continue to draw on the brand's long-standing support for great music and artistes around the world.

"We believe music is truly a universal language. Great artistes, music makers and creators who leave an indelible mark on pop culture and the spirit that drives them to greatness, will also mark their inspiration to millions of fans around the world. Budweiser has a deep and long standing relationship with music since the 1970's with Budweiser Superfest featuring some of the brightest stars, including Michael Jackson, Stevie Wonder and Aretha Franklin. We are proud that Budweiser is now associated with Rihanna, one of the few truly global artistes today having an incredible following and career as well as individual achievement in the music industry," shared Kenneth Soh, General Manager of Luen Heng F&B, the sole importer and distributor of Budweiser in Malaysia.

The Diamonds World Tour is the fifth concert by the Barbadian artists which was launched to support her seventh studio album *Unapologetic*. Budweiser is already on the road with Rihanna, supporting her concerts, named after her single that topped the charts in over 43 countries. The tour kick started in the New York in March and is currently touring Europe before landing in Asia.

"We are confident that through this sponsorship of her global "Diamonds World Tour", Budweiser will continue to expand its reach to millions consumers as well as connecting with a new consumer base," continues Kenneth.





## 与 RIHANNA 相约澳门

### BUDWEISER 'MADE FOR MUSIC' 独家呈献送 3 位幸运消费者双人配套，现场观赏 RIHANNA DIAMONDS 世界巡回演唱会

吉隆坡，2013 年 7 月 23 日- 世界著名的超级巨星蕾哈娜 (Rihanna)即将来到亚洲展开她个人最让人期待的 Diamonds 世界巡回演唱会，第一站将在 9 月 13 日香港澳门隆重开唱。Budweiser Malaysia 将配合其 'MADE FOR MUSIC' 计划，招待共 6 名幸运的马来西亚粉丝前往香港澳门亲身体会 Rihanna 现场演唱的魅力！

Budweiser 近期宣布在全球 85 个国家推出'MADE FOR MUSIC' 计划，希望借此 Budweiser 能继续推广及支持世界各地好听的音乐和优越的艺人。

“我们相信，音乐是一种真正的国际通用语言。伟大的艺人和音乐制作人对流行音乐及文化留下了不可磨灭的印记。这也驱使他们继续制作更多的好音乐及持续为世界各地百万的歌迷带来灵感。Budweiser 和音乐领域拥有长久和深刻的合作关系。自 1970 年代，通过 Budweiser Superfest 就曾经与一群非常耀眼的明星，包括 Michael Jackson, Stevie Wonder 及 Aretha Franklin 合作。我们感到非常自豪，Budweiser 如今与当今国际红星 Rihanna 合作。Rihanna 是一个非常杰出的艺人，无论在音乐或个人成就上都拥有很好的成绩，并且拥有庞大的跟随者和粉丝。这样的音乐人在现今的社会是极为少数。”马来西亚 Budweiser 啤酒唯一进口和分销商，联兴食品私人有限公司总经理苏志伟先生分享。

Rihanna Diamonds 世界巡回演唱会是这名巴巴多斯裔艺人配合她个人第七张个人专辑 “Unapologetic” 所进行的第五次世界巡演。个人专辑里其中一首单曲也是这次巡演同名的 “Diamonds”更在 43 个国家单曲排行榜连续荣登榜首。Budweiser 作为巡演赞助商，已经在 3 月时从美国纽约的第一场演出一路全力支持 Rihanna。目前 Rihanna 身在欧洲并将在 9 月中抵达亚洲，而香港澳门是亚洲区的第一场。

“我们非常自信，这次 Budweiser 全球性的赞助 Rihanna Diamonds 世界巡演，我们的啤酒品牌将继续扩大与数以万计消费群的互动，及全新的顾客群。” 苏志伟分享。

赢取 Rihanna Diamonds 世界巡回演唱会香港澳门站双人配套，只需五步骤：



**步骤 1:** 只须在马来西亚任何参与的餐厅或酒吧消费 4 瓶 Budweiser 啤酒或在各大超市购买 6 罐/瓶 Budweiser，单张收据就能参与。

**步骤 2:** 浏览马来西亚 Budweiser 面子书，并按“赞”。

**步骤 3:** 拍摄自己和 Budweiser 的照片，并通过照片告诉我们您有多么的爱 Rihanna!

**步骤 4:** 2013 年 9 月 1 日前将照片，连同您的资料和收据电邮至 [lha@luenheng.com](mailto:lha@luenheng.com)。

**步骤 5:** 邀请您的朋友在马来西亚 Budweiser 面子书，“赞”您的照片！

更多详细，请浏览 [FB/BudweiserMalaysia](#). 必须符合条件与条规。