



**PRESS
RELEASE**

**BREWING RM 20 MILLION FOR 8 CHINESE SCHOOLS
TOP TEN CHARITY CAMPAIGN IS BACK WITH A STRONGER LINE UP OF
PARTNER & ARTISTES**

KUALA LUMPUR, 4 September 2013: Recorded as Malaysia's 'Highest Funds Raised' and 'Longest Running Chinese Charity Show', the Top Ten Charity Campaign (Top Ten) returns to unveil a stronger line-up of partner and bigger cast of artistes at a media launch at Red Box Plus, Pavilion KL.

Proud to be the flagship Chinese community project of Carlsberg Malaysia, Top Ten announced its new partnership with Red Box Karaoke that aims at providing more excitement and engagement with the participating schools. Its organisers and folks at respective areas share the same vision and mission with the brewer, and work tirelessly to support the 8 beneficiary schools to raise RM 20 million donations at the road shows this year.

Gary Tan, Sales Director of Carlsberg Malaysia said, "Thanks to the generous contribution of members of the public, relentless support by all parties behind Top Ten and not forgetting our loyal consumers, Top Ten, has over the last 26 years, accumulated school-building funds of RM392 million for approximately 600 schools and education institutions."

"We believe in sharing with the community unconditionally. We hope that you will continue supporting our people, brands and community engagement programme so that Carlsberg Malaysia can continue to give back to the society and make an impact to the betterment of the society."

The eight charity road shows will commence from 18 till 28 October 2013 at SJK (C) Kung Man Serdang, SJK(C) Cheng Siu 2 Batu Pahat, SJK(C) Foon Yew 1 Johor Bahru, SJK(C) Yok Bin Malacca, San Min Independent Secondary School Teluk Intan, SJK(C) Choong Hua Bidorand, SJK(C) Pandamaran "B" Klang and SJK (C) Lian He Cyberjaya.



Among the performing artistes, 8 talents who have been appointed as ambassadors of each beneficiary schools are Winson Voon, Kah Jun, Pink Tan, Amy Wang, Hank Yip, Peace Teo, Orange Tan and Suki Liu. Special appearances of Malaysian multi-talented artiste Jack Lim, popular duo Thomas & Jack, veteran singer Vicky Tan and MyFM radio station broadcaster Jym Chong are arranged to hype the road shows further.

Having to run Top Ten for more than 2 decades, Top Ten has constantly introduced improvement and added excitement to the fund-raising programme. Last year, we ran a singing competition to recognize the hidden talents at the school levels. It was a success with overwhelming response from the 12 participated schools. Raising the bar this year, we will be running a Parent-Child or Teacher-Student singing competition. We believe that this will not only foster a closer bonding but further promoting the development of performing and music at school levels.

Champion of all participating schools will perform at the respective school's charity road shows and represent their schools to compete in a grand finale and stand a chance to win rewarding cash prizes, sponsored by Carlsberg Malaysia and Red Box Karaoke.

Michael Yong, Chief Operating Officer of Red Box Karaoke shared, "As the official partner of the Top Ten Charity Campaign, Red Box is contributing more than RM4,000 worth of cash vouchers. We hope that with the arrangement of a portable karaoke system made available at the respective participating schools in Klang Valley will bring greater excitement to the audience and donors".

For more information, please visit www.toptencharity.com.my or contact Jacob Siau, Community and Marketing Activation Executive at 03-5533 6404.

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