

**PRESS
RELEASE**

CARLSBERG MALAYSIA RAISES RM7.9 MILLION FOR EAST MALAYSIAN SCHOOLS

Shah Alam, Aug 26 2014 – Carlsberg Malaysia, through its flagship East Malaysia community engagement programme “I Love Chinese Education” Charity Concert (EMCC), has successfully accumulated RM7.9 million for four schools in Sabah. Of the four schools, SJKC Yuk Chin Tawau raised a whopping RM5.34 million, while SJKC Chee Vun Lahad Datu raised RM720,000; and both Lahad Datu Middle School and SRK (C) Ming Chung Sandakan raised RM1 million each. The second leg of the charity concert will be held in Miri, Sarawak on 13 September.

Since its inception, a total education fund of approximately RM15.2 million have helped the development of over 40 Chinese institutions and schools in Sabah and Sarawak. Despite various macro-economic challenges, Carlsberg Malaysia continued to pledge its corporate social responsibility (CSR) commitment towards the advancement of education and development of schools in East Malaysia.

EMCC has also incorporated Carlsberg Diamond Idol, an East Malaysian talent search platform into the stage performance. Last year’s champion, Sabahan Sylvester Lee showed-off his singing talents at this year’s EMCC charity concerts and earned money-can’t-buy experience to practice his vocals and dance moves in front of a live audience. By incorporating both CSR and brand building projects, the brewer hopes to further boost its consumer’s engagement while giving back to the society.

“We are pleased that “I Love Chinese Education’ charity concert is back in East Malaysia for the fifth consecutive years. Aimed at raising the bar higher each year, we have not only presented a more glamorous, entertaining and complete shows but also ran a consumer promotion at the refreshment outlets so to support fund raising for the schools,” said Pearl Lai, Communications & CSR Director of Carlsberg Malaysia.

“Carlsberg Malaysia’s two flagship Chinese community projects namely Top Ten Charity Campaign and EMCC have over the last 27 years accumulated a school-building fund breaching RM400 million mark for approximately 694 schools and education institutions,” Lai added.



This year's EMCC artistes line-up are famous TV host cum personality Lim Tiong Piow, sisterly duo Summer Grace, Peace Teo, Crystal Ong, Nic Chin and Mohan.

For more information on EMCC and how schools may apply to participate in next year's EMCC, visit www.carlsbergmalaysia.com.my .

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

Carlsberg Malaysia

Jacob Siau
Community & Marketing Activation Executive
D/L: 03 – 5522 6404
jacob.eh.siau@carlsberg.asia

Yeow Pooi Ling
Corporate Communications Manager
D/L: 03-5522 6431
pooiling.yeow@carlsberg.asia