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**PRESS  
RELEASE**

## **J.C. Jacobsen Foundation advocates clean water for balanced river ecosystems**

Rawang, November 29, 2014 – J.C. Jacobsen Foundation, the charity outreach of Carlsberg Malaysia, believes that everyone has a role to play in preserving natural water resources as clean water is important to the livelihood of human kind. As part of its advocacy, the Foundation hosted a day out for 60 volunteers to make Sungai Kanching of Templer's Park a cleaner environment as well as to raise the awareness of river ecosystems.

The volunteers, comprised of Chairman of J.C. Jacobsen Foundation Dato' Lim Say Chong, together with Carlsberg Malaysia employees and members from two non-government organisations (NGO), Kelah Association of Malaysia (KAGUM) and Rotary Club of Bangsar, rolled up their sleeves to clean up the riverbanks. Throughout the half-day community work, volunteers learned about the freshwater fishes and species, enjoyed the fresh air and beautiful scenery of the river steams and the importance of river ecosystem around Templer's Park.

"The Foundation, since its launch in June this year, has been actively engaging with various NGOs on means to make our environment a better, cleaner and sustainable one. Focusing on water conservation, we've disbursed a total cash sponsorship of RM30,000 to few NGOs in support of the upgrading and cleaning of the Sungai Liam waterfall in Ulu Yam and Sungai Kanching river in Templer's Park. We believe that it is important to build awareness and inculcate the mindset of water conservation by experiencing the cause amongst our employees and volunteers of NGOs in order to deliver greater impact," said Dato' Lim.

"We are pleased to work with KAGUM and Rotary Club of Bangsar to make Sungai Kanching at Templer's Park a safe and cleaner environment for visitors. Besides getting their hands dirty, so to speak, today's initiative also gave our volunteers the chance to deepen their knowledge of Malaysian rivers as a source of water and habitat," he added.

According to KAGUM representative Bob Chang, rivers in Malaysia are an important natural habitat to many exotic and unique fishes, which can only be found in this part of the world. With



increased urban development, many rivers have been either polluted or eroded, which in turn are affecting the ecosystem.

Michael Pua, Vice President of Rotary Club of Bangsar, said it was important that the younger generation learned to appreciate mother nature at an early stage in their lives, as this would instill a spirit of conservation and preservation.

According to volunteer Alex Leong, the cleaning day was meaningful as everyone played a part to make the river a cleaner place. "Each of us came back with a huge bag full of rubbish. One volunteer even found a lost handbag that has money and identity card in it, which he sent to the park's official," Leong said.

This is not the first time that the Foundation has organised an environment-related programme for its volunteers. In September this year, the Foundation took 80 volunteers to the Sungai Liam waterfall in Ulu Yam to rejuvenate and refresh the area.

**About J. C. Jacobsen Foundation**

J. C. Jacobsen Foundation was launched in June 2014, as a community outreach and an extension of the robust Corporate Social Responsibility program of Carlsberg Malaysia. The Foundation was named after the founder of Carlsberg, J.C. Jacobsen, who was known for his deep passion for philanthropy. Aimed at enhancing and protecting the quality of life of Malaysians, the Foundation is committed to brew a better and greener future by making a difference and impact to three core pillars of education, sports and environment.

**About the Sungai Kanching and Templer's Park**

Sungai Kanching is located at the Templer's Park, about 30 kilometres away from Petaling Jaya. The area is managed by Tourism Selangor and is a popular spot for picnic over the weekends. It has several waterfalls as well as facilities for visitors such as pavilions, toilets and walking paths.

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This media release has been prepared by J. C. Jacobsen Foundation and is for immediate release. For further enquiries, please contact:

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PRESS  
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### J.C. Jacobsen基金会提倡洁净水源以平衡河流生态系统

万绕20日讯~马来西亚Carlsberg 集团为推行慈善事业而成立的J.C. Jacobsen 基金会，坚信每个人在保护自然水源方面，都扮演着重要的角色；因为净水是人类生存的重要资源。为了推广其理念，基金会带领了60位志工到邓普勒公园的 Sungai Kanching进行清理工作；除了让环境更为整洁，也希望借此提升参与者的环保意识。

这群卷起衣袖清理河岸的志工，除了J.C. Jacobsen 基金会的主席拿督林世昌和马来西亚Carlsberg集团的员工，还包括Kelah Association of Malaysia (KAGUM) 以及Rotary Club of Bangsar这两个非政府组织的成员。经过这半天的社区工作，志工们除了学会辨识各类的淡水鱼，也在空气清新的优美环境中，学习到邓普勒公园一带河流生态系统的重要性。

拿督林世昌表示：“本基金会自今年六月成立以来，一直积极的与许多非政府组织合作，以让我们的环境变得更美好、洁净和得以永续。基于对保护水源的关注，我们捐献了3万马币给数个非政府组织，让他们改善和清理乌鲁音 的Sungai Liam瀑布，以及邓普勒公园的Sungai Kanching。我们相信透过亲身体会，将让我们的员工和非政府组织的志工们提高保护水源的意识、灌输他们环保的概念，并带来更深远的影响。”

“我们非常高兴能和 KAGUM 和Rotary Club of Bangsar 合作清理邓普勒公园的Sungai Kanching，为游客们带来一个安全、干净旅游景点。今天参与的志工们虽然汗流夹背，可是他们对马来西亚河流作为水源及栖息地，也有了更深一层的了解。”

KAGUM的代表 张克明 也透露，“马来西亚的河川孕育了许多奇异和独特的鱼类，有者甚至是无法在全球其他区域见到的。但是由于急速的城市发展，许多河流都受到影响，令这些物种的生态环境受到破坏。”



“让年轻一代从小学习珍惜大自然是非常重要的，因为这将灌输他们保护和爱惜的意识。如此一来，当他们成年并开始工作以后，就会避免对我们的环境有所破坏的。”Rotary Club of Bangsar的副主席 潘文杰 指出。

其中一位志工梁志杰先生认为这是非常有意义的活动，因为每位参与者都各司其职的清理河流，让它更为干净。“每位参与者都带回了满满一大袋的垃圾。其中一位甚至找到了一个装有现款和身份证的手提袋，并将它送到管理处。”

这并非基金会首次主办和环保有关的活动。今年九月，基金会就带领了80位志工到 Ulu Yam的 Sungai Liam瀑布，携手将环境清理干净。

#### 关于J. C. Jacobsen 基金会

J. C. Jacobsen 基金会于2014年六月正式推展，是马来西亚Carlsberg集团企业社会责任计划延伸而成的臂膀。Carlsberg创办人J. C. Jacobsen 在世时非常重视慈善事业，因此该基金是以这位慈善家来命名。基金会的目标是提升及保障马来西亚人民的生活品质，并致力在教育、体育及环境三方面作出贡献，塑造一个更美好的绿色未来。

#### 关于Sungai Kanching和邓普勒公园

Sungai Kanching位于邓普勒公园，距离八打灵再也约30公里。这个地区由雪州旅游局管理，是周末野餐的热门地点。除了几个瀑布，这里还有为游客建造的亭子、厕所及走道等设施。

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此新闻稿由J.C. Jacobsen 基金会准备，供即时发布。欲知更多详情，请联络：

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