



**PRESS
RELEASE**

FOR IMMEDIATE RELEASE

Carlsberg Golf Classic returns for 22nd year, promises high competition for amateur golfers

SHAH ALAM, 5 May 2015 – Carlsberg Golf Classic (CGC), the biggest and longest running amateur golf series in Malaysia, is back for its 22nd instalment with a total of more than RM3 million worth of prizes awaiting participating golfers.

The six-month long tournament will see the country's top amateurs battling out at 40 preliminary legs competitively, all for their passion for golf and beer of golf – Carlsberg. More than RM70,000 worth of prizes, including four Hole-in-One prizes that covers a 80" Sharp LED TV, a Titoni timepiece, Liberty Golf Travel to Cambodia and a year's supply of Carlsberg are arranged for every preliminary legs, while at the National Finals, there'll be also four Hole-in-One prizes and four sure-win prizes that have a combined value of over RM500,000, including two cars from Mercedes Benz Malaysia – the C250 and C200, a Sharp 80" LED TV plus a Titoni timepiece, an Ogawa premium massage chair plus a trip to the British Open 2016 with golfing rounds and hospitality.

Participating golfers this year will top their donation to make a difference to the society via the J.C. Jacobsen Foundation, the charity outreach of Carlsberg Malaysia. Proceeds raised from the participation fees of RM50 each golfer will be channelled to support the local education development, environment conservation and other humanitarian causes.

"CGC has indeed come a long way since its inception in 1988 with only one leg and now it has grown to 40 legs across the country, giving opportunities for aspiring amateur golfers to step up their game. This year, golfers would also make a difference with their involvement as part of the participation fees would go towards J.C. Jacobsen Foundation for its initiatives towards education, environment and humanitarian," said Henrik Juel Andersen, Managing Director of Carlsberg Malaysia.

The success of the tournament is thanks to the support of our long-standing partners. The partners of Carlsberg Golf Classic 2015 include Mercedes Benz Malaysia, Sharp, Titoni, Liberty Golf Travel, Ogawa, FJ, TaylorMade, Dalmore, Pargolf, Loreal Professional, Munchy's, Gatorade and Sunplay.

Amongst the 40 preliminary legs, 14 legs will take place in Klang Valley, 16 down south, five up north, four in Sabah and one in Sarawak. The first leg of the tournament will begin on 14 June while the last leg is scheduled on 15 November. The National Final will be held towards the end of 2015 and promises yet another high competitive golf competing for the ultimate Net and Gross National Final champion.

For more information on CGC, please visit to www.carlsbergmalaysia.com.my

----- End -----

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

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

Carlsberg Malaysia

Alex Leong
Manager, Marketing Activation
D/L: 03 – 5522 6304; alex.ck.leong@carlsberg.asia

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



**PRESS
RELEASE**

供即时发布

第22届Carlsberg Golf Classic 为业余高尔夫球手迎来了竞争激烈的赛事

莎亚南**2015年5月5日** - Carlsberg Golf Classic是马来西亚全国规模最大且最悠久的业余高尔夫球赛事。而共计价值超过三百万令吉的丰富奖品将会在第22届Carlsberg Golf Classic等着参赛者们赢取。

国内顶级业余高尔夫球手将会在这长6个月，总计共的40场初赛的Carlsberg Golf Classic 2015，展示出他们的球艺，一较高下，表达他们对高尔夫与Carlsberg啤酒的热诚。参赛者们更有机会赢取价值超过七万令吉的奖品。初赛将提供四个一杆进洞的奖品，包括80寸Sharp LED电视机，Titoni手表，Liberty Golf Travel柬埔寨之旅和供应一年的Carlsberg啤酒。而全国总决赛将提供总值50万令吉的四个一杆进洞奖品和四个洞边杆奖品，其中包括马房地C200和C250豪华房车，80寸Sharp LED电视机与Titoni手表，Ogawa顶级按摩椅与2016英国高尔夫公开赛的入场资格。

今年，通过马来西亚Carlsberg旗下的慈善机构J.C. Jacobsen基金会，参赛者们将会给予捐赠以回馈社会。在每一位高尔夫球手的参与费，其中50令吉将用于支持当地的教育发展，保护环境和其他道德事业。

“自1988年成立以来，Carlsberg Golf Classic在全国各地从一场赛事发展到四十场，给予业余高尔夫球手比赛的平台。今年，高尔夫球手们也会运用部分的参赛费用协助J.C. Jacobsen基金会对教育，环境和道德主义作出贡献，”马来西亚Carlsberg集团董事经理，皇德生先生说。

Mercedes Benz Malaysia, Sharp, Titoni, Liberty Golf Travel, Ogawa, FJ, TaylorMade, Dalmore, Pargolf, L'Oréal Professional, Munchy's, Gatorade 和Sunplay 是Carlsberg Golf Classic 的长期合作伙伴。凭借这些伙伴的鼎力支持，Carlsberg Golf Classic 2015才得以顺利进行。

40场初赛将会在全马各地进行，其中包括西马北部5场，巴生谷14场，西马南部16场，沙巴4场，以及砂拉越1场。第一场初赛于6月1日开赛至11月15日。全国总决赛也将会持续至2015年年末，为全国总冠军创造一个竞争力级高的高尔夫球赛。

欲知更多有关Carlsberg Golf Classic 2015赛事的详情，请游览carlsbergmalaysia.com.my网站。

-----完-----

此新闻稿由马来西亚Carlsberg 集团提供，供即时发布。欲知更多详情，请联络：

Carlsberg Malaysia

Alex Leong
Manager, Marketing Activation
D/L: 03 - 5522 6304; alex.ck.leong@carlsberg.asia

Manager, Marketing Activation

D/L: 03 – 5522 6304; alex.ck.leong@carlsberg.asia

Yeow Pooi Ling

Corporate Communications Manager

D/L: 03 – 5522 6431, pooiling.yeow@carlsberg.asia