

FOR IMMEDIATE RELEASE

Press Statement 31/2016

16 December 2016

Page 1 of 2



## Getting up-close and Personal with Elephants

*J.C. Jacobsen Foundation adopts 3 Malaysian elephants*

*Hulu Kelang, December 8, 2016 – The J.C. Jacobsen Foundation, a philanthropic arm of Carlsberg Malaysia, pledged its support towards elephant conservation by continuing to adopt three Pahang-born elephants at the Zoo Negara. Its cash sponsorship of RM20,000 was presented to the National Zoological Society in conjunction with an up-close and personal session with the gentle jumbos inside the elephant exhibits.*

*Malaysian Zoological Society hosted a special engagement day between representatives of the Foundation and the Pahang-born trio named Siti, Sibol and Teriang, aged 37, 38 and 36 years old respectively. Representatives were given an exclusive tour to the enclosure of the gentle elephants as they learned more about their diet, welfare and personality from the elephant keepers. The two female elephants Siti and Sibol were pampered by the representatives with papayas and bananas.*

*“This year marks the 31<sup>st</sup> consecutive year of our sponsorship of the elephants in Zoo Negara. We hope that our humble donation will help to subsidize the upkeep of the three elephants and our long-term commitment will raise awareness on the importance of elephant ecosystem. We urge members of the public to combat elephant poaching by boycotting elephant ivory trading and stop illegal elephant hunting that may constitute cruelty and threat to the survival of Malaysia elephants”, Pearl Lai, Executive Director of J.C. Jacobsen Foundation shared her views while presenting the mock cheque to Dr. Mat Naim Bin Haji Ramil, Director of Zoology, Hospital & Veterinarian Services and Encik Hafidz Bin Rahmat, Chairman of Public Relations & Marketing.*

*Representative of the Foundation Anna Torin Lehmann, wife to Managing Director of Carlsberg Malaysia Lars Lehmann and their son Julius who visited the zoo for the first time were present at the ceremony. Astrid Ruge, wife to the Danish Ambassador to Malaysia His Excellency*

*Nicolai Ruge and their daughter Xenia, whom are very familiar with the zoo were also present. Astrid Ruge commented “Thanks to the iconic Elephant Gate in Copenhagen, the Danish community can easily relate elephants with Carlsberg. Son of Carlsberg Founder J.C. Jacobsen constructed four life-sized elephant sculptures to represent his four surviving children hoping that they could have the strength and faithfulness of elephants. According to the Great Elephant Census website, the World’s elephant population is in drastic decline. The number of African elephants alone has dropped by 30 % between 2007 and 2014, primarily due to poaching to supply the growing ivory market. The J.C. Jacobsen Foundation not only champions elephant conservation awareness in Malaysia by living the legacy of the founder of Carlsberg but also supports the United Nations’ Sustainable Development Goal 15.9 (c) to enhance global support in their efforts to combat poaching and trafficking of protected species”.*

*All three elephants are currently residing in a large enclosure with spacious area for them to move around comfortably. The area is equipped with a water feature for their play-time and some items placed around the exhibit for their enrichment activities. For those who are interested to get to know them better, please visit [http://www.zoonegaramalaysia.my/ex\\_elephants.html](http://www.zoonegaramalaysia.my/ex_elephants.html).*

----- END -----

#### **About J. C. Jacobsen Foundation**

*J. C. Jacobsen Foundation was launched in June 2014, as a community outreach and an extension of the robust charitable activities of Carlsberg Malaysia. The Foundation is named after the founder of Carlsberg, J.C. Jacobsen, who was known for his passion for philanthropy. Aimed at enhancing and protecting the quality of life of Malaysians, the Foundation is committed to brewing a better and greener future by making a difference and impact to education, environment, humanitarian and wildlife.*

#### **About Zoo Negara**

*Zoo Negara was officially opened on 14th November 1963 and has matured into a well-known zoo all around the world. Zoo Negara Malaysia is managed by the Malaysian Zoological Society, a non-governmental organization established to create the first local zoo for Malaysians. Zoo Negara has a total of over 5,137 specimen from 476 species of mammals, birds, reptiles, amphibians and fish.*

#### **For further enquiries, please contact:**

**Jacqueline Lee**  
Senior Executive, Corporate Communications & CSR

D/L: 03 – 5522 6241

[jacqueline.lee@carlsberg.asia](mailto:jacqueline.lee@carlsberg.asia)

*Carlsberg Brewery Malaysia Berhad (Carlsberg Malaysia Group) was incorporated in December 1969.*

*Today, it manufactures beer, stout, cider and other malt related beverages. Sales and distribution of beer, stout, cider and other alcoholic beverages are carried out by its subsidiaries Carlsberg Marketing Sdn. Bhd. in Malaysia, Carlsberg Singapore Pte. Ltd., and associate company, Lion Brewery (Ceylon) PLC in Sri Lanka.*

*Our flagship brand Carlsberg is growing from strength to strength with Carlsberg Smooth Draught and Carlsberg Special Brew as product extension. Our portfolio of leading and premium brands that features Kronenbourg 1664 and Kronenbourg 1664 Blanc,*

*Somersby Apple and Pear Cider, Asahi Super Dry, Connor's Stout Porter, Danish Royal Stout, SKOL, Corona Extra, Jolly Shandy and non-alcoholic beverage Nutrimalt are the favourite brews in its segments and staying in tune with the dynamics of the local beer market landscape*

新闻稿 31/2016  
16 December 2016



## 与大象近距离接触

### J.C. Jacobsen 基金会领养三只国家动物园的大象

**淡江 2016 年 12 月 8 日** - 马来西亚 Carlsberg 集团的慈善机构 - J.C. Jacobsen 基金会赞助和领养了三只来自彭亨洲的大象。此基金会赞助 2 万令吉与马来西亚动物协会及国家动物园以表示此基金会对保护和支持大象的一个的使明。

希望对大象有更近距离的接触，马来西亚动物协会特别为基金会的代表员安排与三只大象称名 Siti(37 岁), Sibol(38 岁), 和 Teriang(36 岁)一个交流活动。基金会的代表员很荣幸地参观大象的住所以及了解更多关于大象的生活饮食，脾气与个性。两只母象 Siti 和 Sibol 也受到基金会员的宠爱和享受美味的木瓜和香蕉。

“今年是本基金会赞助于国家动物园的大象第 31 周年。我们希望基金会的拨款能够助于补贴三只大象。除此之外，我们也希望基金会对大象的长期支助能够提高大众对大象生态系统重要性的意识。我们催促公众停止狩猎大象的非法行为，也杯葛象牙买卖，因为这些会威胁马来西亚大象的生存和导致它们被虐待。” J.C. Jacobsen 基金会执行董事赖明珠小姐分享她的看法与动物学和兽医服务主任- Dr. Mat Naim Bin Haji Ramil, 和动物园公关与市场营销主席 - Encik Hafidz Bin Rahmat.

基金会的代表员 - 安娜雷盟(Anna Torin Lehmann), 马来西亚 Carlsberg 集团董事总经理妻子和他们的儿子朱利叶斯 (Julius) 出席此活动。Astrid Ruge, 丹麦大使的太太和女儿郝亚 (Xenia) 也共同参加了此活动。Astrid Ruge 表示 “十分庆幸为于哥本哈根的大象之门让丹麦人更了解 Carlsberg 和大象的关系。Carlsberg 啤酒创始人的儿子位于哥本哈根啤酒厂的著名大象塔建造了四只体型以真于真大象的假象，这代表他希望他的四个孩子可以有像大象的力量和忠诚。根据 Great Elephant Census 的网页，世界的大象的数量正在持续减少。在于 2007

年和 2014 年，非洲大象的数量已下降 30%基于偷猎来供应成长的象牙市场。J.C. Jacobsen 基金会不仅是在马来西亚保护大象的拥护，但也支撑联合国可持续发展的目标 15.9 (c)以增进全球的支持在打击偷猎和保护物种的方面”。

目前，三只大象居住在宽敞的范围而使能舒适地移动。为了展览大象的活动，范围内也装备和提供水量给大象戏水。对于大象有兴趣，请登录

[http://www.zoonegaramalaysia.my/ex\\_elephants.html](http://www.zoonegaramalaysia.my/ex_elephants.html).

### **关 J.C. Jacobsen 基金会**

J.C. Jacobsen 基金会 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。

### **关于国家动物园**

国家动物园正式开业于 1963 年 11 月 14 日，至今以为世界知名动物园。国家动物园是由马来西亚动物协会管理，一个非政府组织用于创造第一个本地动物园。此外，国家动物园也拥有超过 5137 种标本，包括 476 种哺乳，鸟类，爬行动物，两栖动物及鱼类。

### **更多咨询, 请联络:**

Jacqueline Lee 李优旋

D/L: 03 – 5522 6241

Jacqueline.lee@carlsberg.asia

企业公关传媒与社会责任高级执员

1969 年成立并在大马交易所主要板上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是全世界最为人知的啤酒品牌之一。Kronenbourg 1664、Somersby、Asahi Super Dry 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。更多详情，请浏览 [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)。