



Soaring into the Year of the Dragon with Carlsberg

KUALA LUMPUR, 5th January 2012: In the true spirit of Chinese traditions, Carlsberg Malaysia welcomes the Year of the Dragon with a celebration befitting the auspicious occasion and the legendary creature of the year, revered for its strength, vitality and power.

Held at the historic Thean Hou temple, Carlsberg's launch of its Chinese New Year (CNY) national campaign this year was commemorated with the first-of-its-kind green 'Flying Dragon' that was specially designed to ignite vitality and bring prosperity in conjunction with the Year of the Dragon celebration. Measuring 118 feet in length, Carlsberg's magnificent green 'Flying Dragon' took flight at the resounding Chinese cymbals and traditional drums, after the appearance of eight *Fook Gods*, a joint performance of eight lions and a dragon dance.

The customised green 'Flying Dragon' is a symbolic invitation to consumers to embrace the Year of the Dragon with courage and vitality, and soar to greater heights.

Carlsberg's 2012 CNY tagline "Welcome the new year with the vigour of the dragon for an endless flow of prosperity" is complemented with a unique artistic creation of a dragon formed by hundreds of green Carlsberg bottles. The dragon, which features in the brand's marketing campaign, comes complete with a pearl in its mouth, symbolising wealth, good luck, and prosperity in Chinese mythology.

Renowned international *feng shui* guru, Lillian Too, has given her endorsement of Carlsberg's green dragon and said "It symbolises auspiciousness, courage, vitality, strength and brings an abundance of good fortune in the year 2012."

Soren Ravn, Managing Director of Carlsberg Malaysia said, "Each year, the lunar new year celebrations give Carlsberg Malaysia a great opportunity to showcase to our Chinese consumers our appreciation of the community's time-old cultural traditions. This explains the selection of the famous landmark, Thean Hou temple, as our venue to kick off the celebration in such an auspicious and harmonious environment."

"The Chinese also consider the dragon a strong, fearless and confident animal, which makes Carlsberg's choice of the 'Flying Dragon' a fitting gesture to encourage our consumers to aim high in everything that touches their lives in the Year of the Dragon. Together with the *Fook Gods*, we wish to spread an abundance of vitality and happiness among our consumers across the country, with the hope that all will achieve good fortune in the years ahead."



To add to the festivities, Carlsberg also presented a 15-foot tall giant dragon statue to complement the 'Flying Dragon'. This one-of-its-kind majestic dragon statue is another symbolic representation of abundance and wealth. Pearl-like balls containing New Year messages will be released when one's hand is placed inside the dragon's mouth.

Ravn added, "Nothing makes a Carlsberg taste better than when shared in the spirit of togetherness. 'That truly calls for a Carlsberg' rings true especially during the CNY celebration which is an ideal time for reunions and gatherings. As the most preferred beer in Malaysia, Carlsberg is honoured to be a part of these happy occasions and moments. On the CSR contribution towards the Chinese community, Carlsberg Malaysia has, through its few fund raising projects, accumulated charity funds of RM409million for the development of Chinese schools and institutions."

Inspired by the legendary creature, the rewarding prizes from Carlsberg's CNY RM4,888,888 redemption promotion include eight pieces of pure 999 gold Dragon Sculptures worth RM9,999 each. Each Dragon Sculpture carries a ball symbolising the "pearl of power".

Among the other promotional gifts are 888 pieces of pure 999 gold pendants worth RM999 each as well as 688,888 bottles of limited edition Carlsberg Gold pints that come in a special festive packaging for the CNY celebration. This Carlsberg promotion is available from now until 6th February 2012 or while stocks last.

In the coming weeks, the country's most preferred beer, Carlsberg will spread vitality and prosperity to consumers through its road shows covering key regional markets in Peninsular Malaysia. The road shows will include the appearance of the 'Flying Dragon', the giant dragon statue, *Fook Gods* and lion dance performances at the following locations:

Date	Day	Location
7 th January 2011	Saturday	Kuala Lumpur / Petaling Jaya
12 th January 2011	Thursday	Kuala Lumpur / Petaling Jaya
13 th January 2011	Friday	Ipoh
14 th January 2011	Saturday	Penang
15 th January 2011	Sunday	Butterworth
17 th January 2011	Tuesday	Johor Bahru
19 th January 2011	Thursday	Kuala Lumpur / Petaling Jaya
20 th January 2011	Friday	Malacca

For more information, please visit www.carlsbergmalaysia.com.my

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皇帽一开，龙福齐天

Carlsberg 新春系列活动--为吉瑞龙年打响生机蓬勃第一炮

(吉隆坡五日讯) 迎接祥瑞至尊灵物 -- 龙的降临，Carlsberg 今日以青龙腾空的方式，在出席者一片惊叹声中推介 2012 年新春系列活动，为吉瑞龙年打响生机蓬勃第一炮，为大家带来幸运、惊喜与欢乐，让您“龙福齐天”，好事连连一整年！

配合“龙”在中华文化中所享有的尊荣地位和“龙”对龙的传人”所具备的特殊意义，马来西亚 Carlsberg 集团今年特别花费巨资制作了一条我国首创，长 118 尺，直径 18 尺的飞天青龙和高 15 尺，前后宽 10 尺及 8 尺的祥龙吐珠塑像一座，于今天选在古色古香的天后宫，配以仿效古代祭天天坛所建的三层高台，在马来西亚 Carlsberg 董事经理王守仁先生登上高台为祥龙吐珠塑像点睛后，8 位福星降临现场，龙狮起舞鼓齐鸣和紧接着的“青龙首飞”高潮下，举行了“2012 年 Carlsberg 新春系列活动”的正式推介典礼。

推介礼在 ASTRO 著名主持人林忠彪振奋人心的带动和鼓乐助兴下，现场一片锣鼓喧天，喜气洋洋，为“龙福齐天”一年好景掀起了序幕，象征无穷生机，寓意生生不息。正如世界著名风水师朱莲丽 (Lilian Too) 所说：“青龙象征吉祥、勇气、活力和力量，为 2012 年带来左右逢源的好运。”

马来西亚 Carlsberg 集团董事经理王守仁在致辞时说：“Carlsberg 总是趁每一年的农历新年，通过各项贺岁与促销活动为消费者传达中华文化精髓，今年选在吉隆坡华人地标天后宫主办新春活动推介礼，是因为天后为照顾沿海居民与渔民的海神和龙主兴云布雨，润泽万物，带来生生不息，解救人间乾旱之苦是完美的搭配。”

“龙，在中华文化的传说中象征了英勇、多智，本领高强，能大能小，能长能短，开河移山，法力无边的灵兽，它代表了富裕与正直，牠的身上集合了人们所有美好的愿望，这也就是为什么我们不惜花费重资制造一条长 118 尺，直径 18 尺的飞天青龙和一座高 15 尺，前后宽 10 尺及 8 尺的祥龙吐珠塑像的原因。”

“当我们的青龙腾空而起，飞上青天时，也就象征着我国龙年国运昌隆，经济起飞，人民的生意和事业节节高升。”



“当我们把手靠近轻触祥龙塑像的嘴部时，从龙嘴中吐出的龙珠将为我们捎来吉祥贺语，加上 8 位福星降临，祝福人人福慧康寿、家家吉庆有余。”

王守仁说，25 年来 Carlsberg 和华社不离不弃，时时以协助华社推广教育、发扬文化为念，这个新年推出的一系列贺岁促销活动就是希望和大家分享喜乐，成为大家的新年良伴。

“作为马来西亚首选啤酒—Carlsberg 誓言让您高唱丰收庆福年，因此特别为您推出了一项赢奖机会几乎百分百的“龙福齐天”新年促销，送出超过 68 万份，总值超过 RM4, 888,888 弥足珍贵的黄金好奖，包括 8 座每座价值 RM9, 999 的 999 纯金龙雕像、888 枚每枚价值 RM999 的 999 纯金吊坠和 688, 888 小瓶限量版 Carlsberg Gold。”

“即日起您只需消费一大瓶装 Carlsberg，查看每一大瓶皇帽瓶盖垫内所印图案，即可得知所赢得或可兑换的黄金好奖！促销期直到 2012 年 2 月 6 日或存货送完为止。”

王守仁说，几乎百分百的中奖机会保你龙年龙福齐天，此时此刻 Carlsberg 将让你的新年更添欢乐！

在接下来的几个星期里，腾空青龙、吐珠祥龙、福星和醒狮将从本月 12 日开始至 20 日巡防全国各地，从雪隆到怡保、檳城、北海、柔佛为大家贺岁，展现飞龙在天，龙行天下的赫赫雄姿，为您捎来祥瑞福气，让大地充满喜庆；祥龙吐珠塑像则将通过龙珠为大家传送吉庆贺语，祝大家龙福齐天！

观赏腾空青龙和沾染龙珠的福瑞之气，请留意即将于各报公布的“龙福齐天”详细贺岁行程！

日期		地点
2011 年 1 月 7 日	星期六	吉隆坡/八打灵再也
2011 年 1 月 12 日	星期四	吉隆坡/八打灵再也
2011 年 1 月 13 日	星期五	怡保
2011 年 1 月 14 日	星期六	檳城
2011 年 1 月 15 日	星期日	北海
2011 年 1 月 17 日	星期二	新山
2011 年 1 月 19 日	星期四	吉隆坡/八打灵再也
2011 年 1 月 20 日	星期五	马六甲

获取更多详情，请浏览 www.carlsbergmalaysia.com.my。

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