

FOR IMMEDIATE RELEASE

Press Statement 08/2020

5 March 2020

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## CHEERS TO WOMEN WITH FREE RIDES IN MARCH!

Celebrate Responsibly during girls' nights out with RM10 off e-hailing rides from Carlsberg and Riding Pink

**SHAH ALAM, 5 March 2020** – Ladies, raise a glass in celebration of International Women's Day this weekend while enjoying a safe night out!

Carlsberg Malaysia and Riding Pink, a women-only e-hailing service, is offering RM10 off rides in the Klang Valley from now until 28 March so that you can enjoy weekend nights out without worrying about driving after drinking.

Pearl Lai, Corporate Communications and CSR Director of Carlsberg Malaysia, said, "We are proud to offer Probably the Best Portfolio of Beers, Stouts and Ciders which are meant to be enjoyed in moderation and in appreciation of natural ingredients and fine brewing. Being a responsible consumer is simple – don't drink and drive if you are over the limit! Through our collaboration with Riding Pink, we encourage women to celebrate responsibly by leaving their cars at home whenever they enjoy a night out with friends."

To book a ride on Riding Pink, download the app from RidingPink.com, Google Play or the App Store and register as a rider. Use the promotional code **CELEBRATERESPONSIBLY** to enjoy up to RM10 off your ride courtesy of Carlsberg Malaysia, which can be redeemed on Friday and Saturday evenings between 7pm and 12am within the Klang Valley.

The subsidised rides are valid for the first 500 redemptions between 6 March to 28 March. Rides are strictly limited to ladies only.

Riding Pink founder Denise Tan, commented, "As a one-of-a-kind e-hailing service with female drivers for female riders, Riding Pink is proud to partner with Carlsberg Malaysia for the third year running to drive home the message of no drink-driving. Our women-only service offers additional peace of mind for riders who have concerns over their privacy and personal safety while taking rideshares, especially after enjoying drinks on a night out."

This collaboration between Carlsberg Malaysia and Riding Pink is part of #CelebrateResponsibly, Carlsberg Malaysia's annual responsible drinking campaign.

#CelebrateResponsibly advocates responsible alcohol consumption and no drink driving should one's blood alcohol content (BAC) exceed the legal limit of 0.08%. The campaign has reached more than 76,000 consumers since it kicked-off in 2015 with consumer education and activities held in conjunction with Carlsberg's promotions and marketing activations.



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#CelebrateResponsibly is in support of Carlsberg's sustainability strategy, Together Towards ZERO, where it sets a bold ambition for a society with zero irresponsible drinking in line with its global purpose of Brewing for a Better Today and Tomorrow.

Globally, the Carlsberg Group has set a bold vision for a society without irresponsible drinking. By 2030, it aims to see a continuous reduction of key responsible drinking statistics in all of its markets in support of the World Health Organisation's (WHO) objective to reduce harmful use of alcohol, as well as the WHO's Sustainable Development Goal 3 to ensure healthy lives and promote well-being for all ages.

To know more about Carlsberg Malaysia and the #CelebrateResponsibly campaign, visit [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my) or on Facebook at CarlsbergMalaysia. Find out more on Riding Pink at [RidingPink.com](http://RidingPink.com) or on Facebook at RidingPink.

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**For further enquiries, please contact:**

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Carlsberg Brewery Malaysia Berhad was incorporated in December 1969.

We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

供即时发布

新闻稿 08/2020  
2020 年 3 月 5 日

## Carlsberg 与女性举杯共庆国际妇女节

**理性饮酒 ( #CelebrateResponsibly ) 并享有 10 令吉乘车回扣 !**

**莎亚南 5 日讯** – 女士们，为庆祝本周末的国际妇女节而举杯，同时享受安全的夜晚！

马来西亚 Carlsberg 与仅限女性乘车的电子召车服务 Riding Pink 于即日起至 3 月 28 日将提供 10 令吉回乘车回扣，让您和姐妹们可以享受美好的夜晚，而不必担心酒后驾车。

马来西亚 Carlsberg 企业传讯及企业社会责任总监赖明珠表示：“本集团堪称全球最佳系列畅销啤酒、黑啤及果酒应该以适量欢饮为佳，并可品尝天然材料和完美的酿造。要成为负责任的消费者其实很简单，如果您的酒精过量，就不要驾车！通过我们和 Riding Pink 的合作，我们鼓励女性和姐妹们理性饮酒，出去欢饮时将汽车留在家里。”

欲使用 Riding Pink 召车，可通过 RidingPink.com，Google Play 或 App Store 下载此软件后注册为乘客。召车时输入由马来西亚 Carlsberg 所提供的使用促销代号 **CELEBRATERESPONSIBLY** 以享有 10 令吉乘车回扣。此促销代号时间为每逢星期五及星期六，晚上 7 时至半夜 12 时，只限于巴生谷地区。

此促销代号有效期为 3 月 6 日至 3 月 28 日之间的首 500 次兑换。仅限女性乘车。

Riding Pink 创办人陈翠仪说道：“身为独一无二的女性专属电子召车服务，Riding Pink 很荣幸能与马来西亚 Carlsberg 再次合作，连续第三年将酒后不驾驶的信息带回家。我们的女性专属服务为乘坐者在共享乘车时对隐私和人身安全有所顾虑的情况下提供了更多的安心，尤其是在晚上出门畅饮后。

此马来西亚 Carlsberg 与 Riding Pink 的合作是配合马来西亚 Carlsberg 的年度理性饮酒 ( #CelebrateResponsibly ) 醒觉运动。

理性饮酒 #CelebrateResponsibly 极力主张适量饮酒，无人应该在超过我国的法定血液酒精浓度 (BAC) 0.08% 限度的情况下驾驶。自 2015 年以来，该醒觉运动已获益 76,000 名消费者，并通过与 Carlsberg 的促销和营销活动相结合的方式开展了消费者教育和活动。

理性饮酒 #CelebrateResponsibly 主张打造一个零酗酒社会，这不但迎合 Carlsberg 集团的可持续性策略‘共同迈向零目标’，亦与其全球宗旨一致，以酿造一个美好现在和更美好的未来。



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Carlsberg 集团矢志打造一个零酗酒的社会，并放眼 2030 年陆续降低其所有市场的主要理性饮酒统计，以迎合世界卫生组织 (WHO)降低酗酒危害的目标以及该组织的可持续发展目标 3 (WHO' s Sustainable Development Goal 3) 确保生活健康，促进各年龄段人群的福祉。

欲知更多关于马来西亚 Carlsberg 以及理性饮酒 #CelebrateResponsibly 的详情，请浏览 [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my) 或脸书专页 CarlsbergMalaysia。更过关于 Riding Pink 的资讯可浏览 [RidingPink.com](http://RidingPink.com) 或脸书专页 RidingPink

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