

FOR IMMEDIATE RELEASE

Press Statement 10/2020

2 April 2020

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## **Carlsberg Pledges RM1.5 million in Efforts Towards Safer Schools**

**Top Ten Charity campaign, Carlsberg Malaysia's flagship community project to provide infection-free environments for thousands of schoolchildren nationwide via donation of thermometers and disinfection services**

**SHAH ALAM, 2 April 2020** – For most parents, the first question that springs to mind when classes resume after the Movement Control Order (MCO) is: “Is my child’s school safe from the risk of Covid-2019 infection?”

Staying true to its purpose of Brewing for a Better Today and Tomorrow, Carlsberg Malaysia, through its flagship community engagement project the Top Ten Charity campaign, has pledged RM1.5 million in donations to assist hundreds of Chinese primary schools throughout Malaysia in restarting learning and curricular activities with confidence.

Beneficiary schools, which can be from Peninsular Malaysia, Sabah and Sarawak, will receive a donation of handheld thermometers to monitor students’ and teaching staff’s body temperatures upon entering the school compound, and full disinfection services at high-risk areas such as handrails, canteens, classrooms, washrooms, libraries, and laboratories when classes resume on 15 April.

Stefano Clini, Managing Director of Carlsberg Malaysia, said, “Over the last three decades, the Top Ten Charity campaign has transformed hundreds of schools and empowered the lives of tens of thousands of students through education funds raised via our annual charity concerts held across the country. This year, we are going the extra mile in meeting the immediate needs of vernacular schools by providing peace of mind to students and teachers via disinfection and preventative tools in light of the health and safety risks posed by the spread of Covid-2019.”

“This effort echoes the Carlsberg Group’s initiatives in response to the global Covid-2019 crisis including a RM60 million donation by the Carlsberg Foundation, the New Carlsberg Foundation and the Tuborg Foundation via extraordinary grants in support of scientific, economic and human efforts at a time when society is challenged by the epidemic, with recipients including three internationally-recognised coronavirus research teams,” Clini added.



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Chinese primary schools are encouraged to apply as beneficiaries of this initiative via their headmasters, who can submit applications directly to the respective state presidents of the National Union of Heads of Schools Malaysia.

Applications must be submitted before the MCO is lifted on 15 April and Carlsberg's contribution will prioritise schools within areas designated by the Government as Covid-2019 "red zones".

Wong Shee Fatt, President of the National Union of Heads of Schools Malaysia, commented, "Together with its partners, Carlsberg Malaysia's charitable contribution in providing thermometers and disinfection services to schools in need has the union's full support and endorsement. Carlsberg's initiative in working with and giving back to society is a great example of how businesses and individual benefactors can support vernacular education through charitable giving in these trying times, where every effort can contribute toward creating a safer, hygienic and worry-free learning environment for students."

The Top Ten Charity campaign is Carlsberg Malaysia's flagship corporate social responsibility initiative which has raised over RM547 million since its inception in 1987, benefitting more than 640 vernacular schools.

Acclaimed as Probably the Best Fundraising Platform for Chinese education, the campaign champions the development of Chinese education in Malaysia, benefiting thousands of students with better school infrastructure and sports facilities. Through charity concerts hosted by participating schools, the campaign rallies stakeholder such as alumni, parents and the local community in raising funds to elevate the quality of vernacular education and student welfare.

The campaign also holds two records in the Malaysia Book of Records as the longest-running Chinese charity concert with the highest funds raised.

For more information, potential applicants can contact Darren Boo of Carlsberg Malaysia at [darren.ks.boo@carlsberg.asia](mailto:darren.ks.boo@carlsberg.asia).

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**About Carlsberg Malaysia**

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.

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## Carlsberg 承诺逾 150 万令吉，打造安全校园

“十大义演” 马来西亚 Carlsberg 集团企业社会责任活动为全国指定华校捐献温度计以及校园消毒服务，打造零感染校园环境，此举将惠及数以千计的学生

莎阿南 2 日讯 - 对于大多数父母来说，行动管制令后学校复课时想到的第一个问题是：“孩子的学校是否还有感染新冠肺炎的风险？”

致力于酿造美好今天和明天的目标，马来西亚 Carlsberg 集团通过旗下企业社会责任活动“十大义演”，捐献接近 150 万令吉协助马来西亚华文学校提供防疫服务和工具，让学校信心十足地重新开始课堂活动。

于 4 月 15 日学校复课前，位于马来西亚半岛，沙巴或砂拉越的受益学校将获得捐赠的手持电子温度计，可让学生和教师进入校园时进行温度测量。该活动也为学校高险地方进行消毒，例如扶手、食堂、办公室、洗手间、图书馆以及实验室。

马来西亚 Carlsberg 集团董事经理，葛利尼表示：“在过去 30 年，历史悠久的“十大义演”通过在全国各地举办年度义演，已为造福超过 600 所学校并赋予了数以千计的学生。今年，我们第一时间为学校的迫切需求做出反应，通过消毒和防疫工具减低新冠肺炎所带来的健康和安全风险，使学生和教师在安全的求学环境下上课。”

葛利尼补充说：“这番努力也呼应着 Carlsberg 集团为全球疫情所采取的应对措施，其中包过 Carlsberg 基金会，New Carlsberg 基金会以及 Tuborg 基金会所捐赠的 6000 万令吉，作为支持科学，经济和人类活动的支持，受益者包括三个国际认可的冠状病毒研究团队。”

本集团呼吁全国各地的华文学校通过校长申请为受益学校，而校长可向马来西亚全国校长职工会各州会长提交申请。

有意申请者必须于 4 月 15 日行动管制令结束前提交申请，本集团会优先处理被政府列为新冠肺炎“红色区域”的学校。

马来西亚全国校长职工会总会长王仕发校长表明：“身为合作伙伴，本公会全力支持马来西亚 Carlsberg 集团为学校捐献的温度计和消毒服务的心意。该集团与职工会合作并回馈社会的举措很好地说明了企业和个人捐助者如何在这艰难时期通过慈善协助本土教育。”

“十大义演”是 Carlsberg 集团旗下的企业社会责任倡议。创始于 1987 年以来，本运动已筹集了超过 5 亿 7700 万令吉，使超过 640 学校受益。



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亦被誉为堪称最佳华教筹款平台，“十大义演”积极投入推动我国的华教发展，为华校募款建校基金，修建教育设施和推行活动。十大义演通过受益学校召集了诸如校友，父母和当地社区等利益相关者，透过筹款资金提高母语教育质量和学生福利。

它也是大马记录大全的两项记录保持者，既是历史最悠久，亦是筹款额最高的华教慈善义演。

预知更多申请详情，请联络马来西亚 Carlsberg 集团代表，武建松先生  
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