

FOR IMMEDIATE RELEASE

Press Statement 23/2024

11 Oct 2024

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## Top Ten Charity Champions Inclusivity and Nurtures Sustainability through Education

Carlsberg Malaysia's community engagement platform expands to reach an even wider audience, driving actions for sustainable development

**SHAH ALAM, 11 Oct 2024** – Top Ten Charity Campaign (Top Ten), a flagship community enrichment campaign funded by Carlsberg Malaysia, resumes its 37th year of fund-raising mission for education, with an enhanced focus on inclusivity and sustainability. Themed '*Championing Education Today for a Greener Tomorrow*', Top Ten extends its reach to 12 beneficiaries, including three schools in Sabah and Sarawak, alongside Federation of Chinese Associations Malaysia (Huazong) and Hospital Universiti Tunku Abdul Rahman (Hospital UTAR), going beyond just vernacular schools. The campaign remains committed to addressing the resource gaps in many vernacular schools by providing platform to raise funds for school infrastructure development, whilst also extending its support to education funds for equal access to education.

"We are committed to continue funding and organising the Top Ten with greater purpose of brewing a better today and tomorrow for the communities we engage with," said Stefano Clini, Managing Director of Carlsberg Malaysia. "The programme meets our pledge for United Nations Sustainable Development Goal (UNSDG) 4: Quality Education and UNSDG 13: Climate Action, and by driving inclusion and climate awareness in education, we are cultivating in a brighter future generation and environment for Malaysia. We invite everyone to join us in this meaningful journey as we strive to create a positive impact on our communities."

For nearly four decades, the Top Ten has been widely regarded as the longest-running and highest funds-raising platform with over RM568 million proceeds collected for infrastructure expansion, facility enhancement, and the advancement of educational programmes for 684 schools nationwide. This year, it sets to help twelve schools raising RM17.4 million over the next two months.

"With the Top Ten, we can continue alleviating financial burden, opening doors of opportunity for deserving students and enabling them to focus on their education and aspirations," said Huazong President, Tan Sri Datuk Seri Panglima (Dr) T.C. Goh. "Together with Carlsberg Malaysia, we believe that no dream should be hindered by financial barriers, and through this Carlsberg Huazong Education Fund, we are dedicated to providing scholarship to deserving students to pursue their tertiary education".

A key highlight of this year's campaign is the introduction of the Top Ten Green Club, a sustainability-driven initiative designed to engage students in recycling and environmental responsibility. This initiative will be carried out as co-curricular activities across participating schools to support eco-friendly projects, fostering a culture of environmental stewardship.



"We are proud to be part of the Top Ten Green Club initiative this year and it will enable us to foster climate-change awareness, empowering our students to take actions on recycling and sustainability ideas within the schools premise," said Tan Cheng Teng, Chairman of Lahad Datu Chinese Chamber of Commerce, Lahad Datu Middle Schools, Lahad Datu.

"As a pioneer in fundraising for education, the Top Ten not only performs outstandingly in Peninsular Malaysia but has extended its influence to Sabah and Sarawak," said YB Tuan Wong Kah Woh, Deputy Minister from the Ministry of Education. The Top Ten holds the record for the longest-running and highest funds raised by a charity platform. Over the years, it has raised more than RM568 million for our schools. All of this would not have been possible without the strong support from everyone. Finally, I would like to especially thank Carlsberg Malaysia for their efforts and contributions in the field of education."

Additionally, Top Ten also serves as an avenue for promoting local singers within the entertainment industry. Running from October to November, the fundraising platform jointly-organised by participating educational institutions nationwide will host charity concerts that feature Malaysian artists Ribbon Ooi; Justin Ng, Fuying & Sam, Nicole Lai Chung Fung, Ash Lu, Geraldine Gan and Vanessa Reynauld.

To participate in this impactful initiative, visit Carlsberg Malaysia [Instagram](#) or [Facebook](#) for the full schedule of Top Ten roadshows and learn how you can contribute to the betterment of education and a greener tomorrow.

More information about the Top Ten Charity Campaign can be found <https://carlsbergmalaysia.com.my/sustainability/social/community-relations/>.

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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 Hong Kong, Taiwan, Laos, Cambodia, and Thailand.

Our international portfolio of brands features Probably The Best Beer in The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew . This Carlsberg trio is complemented by international premium brews including France’s premium wheat beer 1664 Blanc, 1664 Brut, 1664 Rosé, Japan’s Sapporo Premium Beer, European cider Somersby, British-inspired Connor’s Stout Porter draught, and local brands include SKOL, Royal Stout and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please **#CELEBRATERESPONSIBLY** – if you drink, don’t drive!  
Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)

## 《十大义演》以教育为动力 倡导包容性 培育可持续性发展

马来西亚 Carlsberg 集团社区参与平台惠及范围如今更广泛，积极推动可持续发展行动

（**莎亚南 2024 年 10 月 11 日讯**）由马来西亚 Carlsberg 集团资助的旗舰社会责任项目“十大义演”（简称“十大”），已连续第 37 年开展为教育筹款之务，并致力于提升包容性及可持续性。今年以“携手你我，酿造绿色未来”为主题的“十大”，不仅将惠及 12 所多源流学校，其中包括沙巴和砂拉越的三所学校，受益单位还包括马来西亚中华大会堂总会（华总）及拉曼大学医院（UTAR Hospital）。“十大”致力于提供平台，为多源流学校基础设施建设筹款，以应对资源鸿沟问题，同时也扩大对教育基金的支持，促进教育公平。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示，“我们坚持继续资助主办‘十大’，并怀揣更大的宗旨，即为我们所接触的社会群体，酿造更美好的今天和明天。”他说，“‘十大’与本集团对实现联合国可持续发展目标的承诺一致，特别是目标 4：优质教育和目标 13：气候行动。通过教育领域促进包容性和气候意识，我们将为马来西亚下一代和国家环境塑造更光明的未来。我们诚邀大家一起踏上这段意义的旅程，为社会献一份力，带来积极影响。”

近 40 年来，“十大”已成为公认历史最悠久、数额最高的筹款平台，筹获款额共超过 5.68 亿令吉，旨在为全国 684 所学校进行基础设施扩建、设施升级、教育计划推进。此次活动放眼在这两个月内，为 12 所受益学校筹集 1740 万令吉。

华总总会长丹斯里拿督斯里邦里玛吴添泉局绅博士表示，“通过‘十大’，我们能够有效减轻应得的学生减轻财务负担，开启机会之门，让他们专心求学、实现自己的愿望。”他还提到，“华总与马来西亚 Carlsberg 集团共同坚信，财务困难不应成为任何梦想起飞的障碍。通过 Carlsberg 华总教育基金，我们致力于为应得的学生提供助学金，帮助他们追求高等教育。”

今年活动亮点之一为“十大绿色俱乐部”（Top Ten Green Club）的推介。这项以可持续性为中心的倡议，旨在为学生提倡资源回收、环境责任的重要性。该俱乐部将在参与学校开展，作为课外活动，促进绿色行动，培育环境管理文化。

拿笃中华商会理事长兼拿笃中学永久名誉董事长陈金鼎指出，“我们很荣幸今年能够成为‘十大绿色俱乐部’的一部分，这将帮助我们培养气候变化意识，赋能学生在校园内积极采取资源回收和可持续性相关的行动。”

教育部副部长黄家和表示，“作为慈善机构的先锋，‘十大’不仅在马来西亚半岛有着出色的表现，而同时也把影响力扩大至沙巴和砂拉越。《十大》保持着最长和最高筹款的慈善项目记录。在过去一共为我们的学校筹获了超过 5.68 亿令吉。这一切都离不开各位鼎力支持。最后，我要特别感谢马来西亚 Carlsberg 集团在教育领域的努力以及贡献。”



与此同时，“十大”还作为推广本地乐坛歌手的平台，将于 10 月至 11 月期间与全国有参与教育机构联合主办多场义演，演出阵容包括 Ribbon 黄若熙、Justin 吴宗翰、Fuying & Sam、Nicole 赖淞凤、Ash 卢信宥、Geraldine 顏慧萍，以及 Vanessa Reynauld 维莉莎。

欲参与这项具有影响力的活动，浏览马来西亚 Carlsberg 集团的 [Instagram](#) 和 [脸书专页](#)，以查看“十大”行程，并了解如何为教育改进、更绿色的未来作出贡献。

更多“十大”资讯，浏览 <https://carlsbergmalaysia.com.my/sustainability/social/community-relations/>。

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欲获取更多资讯，请扫描以下二维码：



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关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团 (Carlsberg Brewery Malaysia Berhad) 于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂拥有股份，也通过出口市场扩大区域范围，包括香港、台湾、老挝、柬埔寨、泰国。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg Smooth Draught 及 Carlsberg Special Brew，还有国际优质啤酒：法国优质小麦啤酒 1664 Blanc、1664 Brut 及 1664 Rosé、日本 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter，以及本地品牌：SKOL、Royal Stout、Nutrimalt。

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