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**PRELIMINARY RELEASE**

## **MALAYSIA'S "TOP TEN" CHARITY IN ITS 23<sup>RD</sup> YEAR 2010 FUND RAISING LAUNCH**

**SHAH ALAM, 26<sup>TH</sup> APRIL 2010** – Carlsberg Malaysia and its media partners, Nanyang Siang Pau and The China Press announced the launch of the 2010 “Top Ten” charity campaign in Kuala Lumpur at an official event held at SRJK (C) Kheow Bin, Batu Caves, Kuala Lumpur.

The Top Ten charity campaign in its 23<sup>rd</sup> year, acknowledged as Malaysia’s “Longest Running and Highest Funds Raised Chinese Charity Campaign” by the Malaysian Book of Records is a long term Corporate Social Responsibility (CSR) community project funded by Carlsberg Malaysia. The Top Ten charity campaign provides a reliable and established platform for Chinese schools in Malaysia to raise funds for the development of the schools and its facilities for the benefit of promoting education.

At the official 2010 launch event held in Kuala Lumpur, Carlsberg Malaysia’s Managing Director announced Carlsberg Malaysia’s continued commitment to the funding of the 2010 Top Ten charity campaign. He also expressed his appreciation to the Top Ten media partners for sharing the same CSR vision as Carlsberg Malaysia to support the community and thanked them for their continued support.

“The Top Ten charity campaign had over the last 22 years successfully raised a total of RM335.9 million for the development of more than 560 Malaysian Chinese schools and institutions. Despite the economic uncertainty last year, the Top Ten charity campaign successfully raised RM17.9 million in funds for 14 schools across 6 states in Malaysia. This passion and generous support by the local community in supporting education is very impressive. I encourage schools needing funds for their development programme to participate in our 2010 Top Ten charity campaign which I am confident will be even more successful than the previous year,” said Managing Director of Carlsberg Malaysia, Soren Ravn during his speech.



To mark the commencement of the launch of the 2010 Top Ten charity campaign, more than 500 students and their teachers, headmaster and PIBG Committee together with Management Committee of the 2010 Top Ten organized themselves to form a 80 foot tall Top Ten word '十大' in Chinese. The human-form of '十大' symbolizes the unified commitment, efforts and passion of all parties towards the 2010 fund raising mission for the development of education and the youth in Malaysia.

The event was also made more lively as some of the VIP guests were involved in a friendly Futsal game with the students.

The 2010 Top Ten charity campaign will be organized over 2 legs, the first in July and the final leg in October, 2010. Schools may now apply to participate in the 2010 Top Ten. For more info, please visit [www.toptencharity.com.my](http://www.toptencharity.com.my)

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