

## CARLSBERG'S ACT OF KINDNESS BROUGHT FESTIVE CHEER TO 2,000 FAMILIES

Carlsberg stepped in to provide food essentials to 8,000 underprivileged Malaysians nationwide impacted by COVID-19 and immediate relief to flash flood victims.

Shah Alam, 26 February 2021 – Hoping for a better tomorrow was made possible for 8,000 underprivileged Malaysians following Carlsberg's pledge of RM1 million through its 'Celebrate Prosperity, Cheers For Tomorrow' food aid campaign this festive season. In partnership with theSun, Star Foundation, Yayasan Nanyang Press, The Borneo Post and See Hua Daily News, Carlsberg provided RM500 worth of food supplies to 2,000 families each, whose livelihood were impacted by the COVID-19 and flash floods. Needy individuals from B40 income group, orphans, or family with single parent, and with disabled (OKU) members were prioritised.

"I lost my husband who suffered a sudden heart attack in 2016, and this has impacted my family financially. Being a single mother of three and caring for my elderly folks, I had to take on two jobs to feed my family. Unfortunately, I lost my jobs due to the pandemic and sought to delivering home-cooked meals to make ends meet.", said 51-year-old Koh Hooi Siang from Kajang, Selangor.

Valli A/P Ranggasamy from Sungai Petani, Kedah heard about the food aid from friends who shared on WhatsApp said, "I am thankful for the food aid by Carlsberg which has helped me to support and feed my family" chirped the 61-year-old single mother.

Tony Tuan, a Kelabit native of Sarawak who is self-employed and impacted by the COVID-19 said, "I will utilise the food aid fund to purchase grocery items for my wife and two kids which should sustain us for more than 10 days with the amount received from Carlsberg Malaysia".

Selvarani A/P Supramaniam who suffers from hyperthyroidism has impacted her to apply for jobs and has been depending solely on her spouse's income. "Despite the odds, we would still have to fulfil our family's basic necessities and children's education while things progress to normal.", said Supramaniam.

Loo Wun Joung, a night market peddler from Lumut, Perak and a father of four said, "I am grateful for the RM500 food aid which we will be putting to good use and buy daily necessities for my children.", said 46-year-old Loo.

One of the Carlsberg's 'Celebrate Prosperity, Cheers for Tomorrow' food aid recipients Annamary A/P Rajoo from Kedah said "My husband lost his job for the past 1 year thus we default on our mortgage and had to face court. We had to borrow money from people to support our lives and children's education, and some were kind enough to donate groceries to us occasionally.", said Rajoo.

Stefano Clini, Managing Director of Carlsberg Malaysia said "We are humbled by the gratitude shown and kind words expressed by the food aid campaign recipients. These RM1 million worth of food aid has not only put food on the table but also gave ray of hope to lives amid this trying time. We would like to thank relentless support from our media partners and together, we are living our Purpose of Brewing a Better Today and Tomorrow", said Clini.

The 'Celebrate Prosperity, Cheers For Tomorrow' food aid campaign has benefitted Malaysians of all races, majority of them from Sarawak, Selangor, Sabah and Pahang are severely impacted by COVID-19 and flash floods; and of which, 800 recipients are from the B40 income group, 424 single parents, 415 who are or have family members in the OKU category, 348 flood victims, and 33 orphans.

This campaign is the second COVID-19 relief efforts by Carlsberg Malaysia to support Malaysian communities in its efforts to mitigate the effects of the pandemic. The first campaign was Safer Schools where Carlsberg Malaysia pledged RM1.5 million through its flagship community project, Top Ten Charity Campaign, to provide a safer learning environment for 1 million schoolchildren nationwide by donating thermometers and disinfection services to 680 Chinese and Tamil schools. Visit <http://www.carlsbergmalaysia.com.my> on the efforts by the brewer amidst the pandemic to help consumers, customers and communities at large to weather these difficult times.

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Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)

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## Carlsberg 趁农历新年“送福献爱”，为 2 千户家庭送上佳节温暖

马来西亚 Carlsberg 集团伸出援手，为全国 8 千名受疫情水灾影响的不幸人士提供粮食及立即援助

（莎亚南 26 日讯）- 马来西亚 Carlsberg 集团在农历新年期间，发起了“红红火火，齐饮齐胜，送福献爱”粮食援助金计划并资援 100 万令吉，为 8 千名马来西亚不幸人士度过暖心春节。

在媒体伙伴太阳报（The Sun Daily）、星报基金会（Star Foundation）、南洋报业基金（Yayasan Nanyang Press）、婆罗洲邮报（The Borneo Post）及诗华日报（See Hua Daily News）的合作下，Carlsberg 向 2 千户受疫情和水灾影响的家庭个别捐赠价值 500 令吉的粮食，而 B40 低收入群体、孤儿、单亲家庭及有残疾成员的家庭为主要受益者。

一位来自雪兰莪加影的 51 岁女士辜慧娴（Koh Hooi Siang）指出：“我的丈夫在 2016 年因为心脏病而突然过世，我的家庭也因此面对财务困难。身为名单亲妈妈，我要照顾 3 个孩子，又要照顾老人家，我只好打 2 份工挣钱养家。但很不幸的，因为疫情关系，我失去了工作，现在必须靠外送家常菜过日子。”

来自吉打双溪大年的瓦利（Valli A/P Ranggasamy），因为在 WhatsApp 得到朋友所发来的信息，而知晓这项援助金。这位 61 岁的单亲妈妈说道：“我真的很感激 Carlsberg 的这笔粮食援助金，对我和我的家人很有帮助，能给我们带来温饱。”

来自砂拉越拉毕族（Kelabit）的受益人，也是受疫情冲击的自雇人士东尼（Tony Tuan）感激地说：“我会善用这笔粮食援助金，为太太和孩子购买生活必需品，马来西亚 Carlsberg 集团所提供的款额足以让我们耐超过 10 天。”

患有甲状腺功能亢进症（hyperthyroidism）的塞尔瓦兰妮（Selvarani A/P Supramaniam），因病况导致无法工作且单靠丈夫养家的她坦称：“尽管身处逆境，在等待恢复正常生活的同时，我们还是要满足家庭基本需求，确保孩子们的教育不受影响。”

来之霹雳红土坎的 46 岁夜市业者罗万荣 (Loo Wun Joung)，也是有 4 名孩子的这位父亲表示：“我很感恩得到这笔粮食援助金，我绝对会好好利用这 500 令吉，为孩子购买生活必需品。”

“红红火火，齐饮齐胜，送福献爱”粮食援助金计划的另外一位受益者是来自吉打的安娜玛丽 (Annamary A/P Rajoo)，她坦言：“我的丈夫已经失业了一整年，我们也因此无法缴付房屋贷款，而被告上法庭。我们被迫向别人借钱，才能过日子、供孩子们的教育费，偶尔有些善心人士也会捐助生活必需品给我们。”

马来西亚 Carlsberg 集团董事经理葛利尼表示：“这项粮食援助金计划的受益者所表达的感激和好评，令我们感到欣慰。这总值 100 万令吉的粮食援助金不但为受益者提供温饱，也在这非常时期为他们带来了一线希望。在这里要感谢我们的媒体伙伴所给予的支持，使我们能够实现本集团‘酿造更美好的今天和明天’的宗旨。”

“红红火火，齐饮齐胜，送福献爱”粮食援助金计划惠及了马来西亚所有族群，大部分受益者来自受疫情或水灾严重影响的砂拉越、雪兰莪、沙巴及彭亨，其中包括 800 名 B40 低收入群体、424 名单亲父母、415 名残疾人士或有残疾成员的家庭、348 名水灾受害者、33 名孤儿。

该援助金是马来西亚 Carlsberg 集团第 2 次发起的疫情援助，以帮助马来西亚子民减轻疫情期间所面对的生活负担。去年，马来西亚 Carlsberg 集团发起了第 1 次的疫情援助“安全校园”倡议，透过该集团旗舰社会项目“十大义演”资援 150 万令吉，向 680 所华校和淡米尔学校捐赠测温器并提供消毒服务，为全国各地 100 万名莘莘学子打造安全的学习环境。

马来西亚 Carlsberg 集团在这非常时期献出了不少努力，帮助消费者、客户及社群渡过疫情难关。欢迎浏览 <http://www.carlsbergmalaysia.com.my> 以了解更多。

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