

**PRESS
RELEASE**



CARLSBERG'S QUEST FOR A ROUGH DIAMOND THAT SHINES

Kota Kinabalu, 2 November 2014 – A new star is born (or a rough diamond sparkled) as Carlsberg Diamond Idol 2014 (CDI) crowned the Champion of CDI Grand Finale who shined throughout the two-month talent search in both Sabah and Sarawak. Tai Chun Leong, 20 years old, emerged as the Champion of CDI 2014 with his strong soulful voice.

Tai, who is currently a karaoke DJ, didn't expect to win. "It's like a dream come true! I never thought I would emerge the Carlsberg Diamond Idol Champion. I am absolutely elated and extremely thankful to Carlsberg for creating such a platform for us aspiring singers," he said.

Originated from Tawau, Tai entered the competition via the Kota Kinabalu audition as he's currently based in there. Closely trailing him were 1st Runner-up, Rachel Wesley Pai, who is also from Kota Kinabalu and 2nd Runner-up from Miri, Vivian Wong Tzuu Hsien. Tai walked home with RM12,000 cash prize, followed by Rachel Wesley Pai with RM5,000 cash prize and Vivian Wong with RM2,000 cash prize.

Running in its fourth consecutive years, CDI 2014 presented by Carlsberg, the country's most loved beer brand, attracted over 100 aspiring singers or music lovers at auditions that were held in Miri, Sandakan, Kuching and Kota Kinabalu respectively. The auditions and area finals culminated into the Grand Finale with 12 finalists eyeing for the champion title with cash prizes of RM12,000, whilst total cash prizes of the competition is over RM30,000.



“The 12 finalists this year are some of the most talented contestants that we have seen in this competition since it started four years ago! Their performance tonight was impressive, showed a great sign of improvement after the CDI camp where they improved their vocal, dance skills and overall showmanship. I want to congratulate all of them for giving their best and put forward a great entertaining show.” said Teoh Nar Teik, Regional Sales Manager of Carlsberg Malaysia at venue of the CDI Finale at The B.E.D, Waterfront in Kota Kinabalu, Sabah.

The Diamond Idol Camp held in Kota Kinabalu was organized to groom, train and build the confidence of the grand finalists through a series of workshops, so to better prepare them in the Grand Finale performance. The camp was led by Professor Dr. Fred Chin as the motivational trainer, whilst Skyler Liew was the dance instructor.

The panel of judges this year was made up of prominent celebrities including homegrown well-known singer/song writer, Z-chen, who has gained fame in Taiwan and Hong Kong; Marsha Milan Londoh, the third runner-up of Akademi Fantasia Season 3; and singer/songwriter and music producer, Jonathan Tse.

For more information on Carlsberg Diamond Idol 2014, visit www.carlsbergdiamondidol.com.my or Facebook page at <https://www.facebook.com/CarlsbergDiamondIdol>.

About Carlsberg Malaysia

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. Today, it manufactures beer, stout and other malt related beverages. Sales and distribution of beer, stout, cider, wines, spirits and other beverages are done via subsidiaries Carlsberg Marketing Sdn Bhd, Luen Heng F&B Sdn Bhd in Malaysia, Carlsberg Singapore Pte Ltd and associate company Lion Brewery (Ceylon) PLC in Sri Lanka.

Carlsberg remains the flagship brand and is committed to growing its place in the hearts and minds of Malaysian beer drinkers by staying in tune with the needs and demands of our strong consumer base.

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供即使发布

**PRESS
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CARLSBERG DIAMOND IDOL 2014 终极赛圆满落幕

亚庇十一月二日讯 ~ 在通过两个月所进行的Carlsberg Diamond Idol 2014沙巴及砂劳越区域甄选比赛中，Carlsberg Diamond Idol总决赛新一代耀眼新星终于诞生了。最终由20岁的戴俊良，夺得Carlsberg Diamond Idol 2014的冠军。

戴俊良目前的职业是一位Karaoke DJ，他提到说“这就像是梦想成真！我从来没有想过我会夺得Carlsberg Diamond Idol 2014的冠军奖。我非常兴奋且衷心感谢Carlsberg提供这样的一个平台让我们这些有抱负的歌手表现。”

来自斗湖的戴俊良是参加于亚庇区的甄选比赛。紧随于他的亚军是来自亚庇的Rachel Wesley Pai，季军则是来自美里黄祖娴的。冠军戴俊良赢得了总额1万2千令吉的现奖金，亚军的Rachel Wesley Pai则赢得了5千令吉的现金奖和季军黄祖娴也得到2千令吉的现金奖。

连续第四年举办这个受人瞩目的歌唱比赛Carlsberg Diamond Idol，是由马来西亚最受青睐的啤酒品牌Carlsberg所呈现。今年的区域甄选比赛包括了美里，山打根，古晋和亚庇并吸引了超过100为的歌手们或热爱音乐者参加。由区域性的甄选试音活动和区总决赛所选出12强的选手在终极赛内争夺总冠军头衔。今年的现金奖总值超过马币3万令吉，其中包括了终极冠军的马币1万2千令吉的现金奖。

“依我所见，今年的12强选手所具备的实力和才华，是过去4年来最强的。今晚，他们竭尽所能的参赛，而我也要感激他们所付出的努力。”马来西亚Carlsberg集团东马区销售经理张声德，在亚庇 B.E.D, Waterfront所举行的终极赛上指出。



“今年，Carlsberg Diamond Idol 2014 获得东马人民非常热烈的反应，这可从参与甄选试音的人数而得知。CDI能获得这么多东马人民的支持让我们感到非常的荣幸。” 张先生补充。

为了能在终极赛中有充分的准备，所有的12强人马将入住在亚庇举行为期三天的Diamond Idol 集训营；他们将在这里参与团队建设活动、舞蹈课程、赛事主题曲的排练和录影活动。陈育芳博士将成为集训营的激励培训讲师，而刘伟兴则是舞蹈导师。该集训营最终目的是为通过系列的课程来提升终极赛歌手的仪表和增强他们的信心。

而今年阵容盛大的评审团包括了有享誉台湾和香港的本地歌手张智成、Akademi Fantasia 第三季殿军得主Marsha Milan Londoh、和词曲创作兼制作人的 Jonathan Tse。

欲知更多有关Carlsberg Diamond Idol 2014 的详情，请游览 www.carlsbergdiamondidol.com.my 或面子书<https://www.facebook.com/CarlsbergDiamondIdol>。

备注：主办单位将在比赛隔天把获奖名单发出给媒体。

Carlsberg 简介

马来西亚Carlsberg 集团于1969 年12 月正式营业。今天，它出产了啤酒、烈性黑啤和其他麦芽饮料。啤酒、烈性黑啤、苹果酒、葡萄酒、提神饮品和其他饮料，都是通过马来西亚子公司 Carlsberg Marketing Sdn Bhd , Luen Heng F&B Sdn Bhd , Carlsberg Singapore Pte Ltd 和在斯里兰卡相联公司Lion Brewery (Ceylon) PLC 分销与发售。

Carlsberg 仍然是啤酒旗舰品牌，以符合消费者需求为主而致力开拓其在马来西亚啤酒饮用者心中的地位。

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此新闻稿由马来西亚Carlsberg 集团提供，供即时发布。如有任何询问，请联络：

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