

**PRESS  
RELEASE**

## **WHERE'S THE PARTY, CARLSBERG?**

**SHAH ALAM, 13 May 2013** – Sssshh.....it's a secret! Premised on the unknown, Carlsberg's 'Where's The Party?' (WTP) is not for the faint hearted, tired-after-one-hour, wallflower or need-my-sleep type. It is for those who are bold enough to take on a party of epic proportions because they know no other occasion can hold a candle to a Carlsberg WTP.

In 2012, WTP III saw 1,200 revellers from Malaysia, Hong Kong and Singapore being kept in the dark until the big reveal on which *state* the party was being held came merely days before. Still clueless on the venue and every other aspect, yet completely hyped about the endless possibilities that the unknown holds, people committed to WTP III and Carlsberg delivered on its promise of making it an epic experience.

First there was the venue renowned for rocking the night away, the Penang Hard Rock Hotel. But not satisfied with an indoor bash, Carlsberg played host at a beachfront extravaganza that was the party ground for the brand's first ever 3-nation WTP. The music was wicked, with a series of internationally acclaimed acts and local powerhouses taking the stage including Mad August, Rubberband, Love Cubic, Kelis, as well as DJs Norman Doray, Mayumi and Nikki, just to name a few. To top it all off, ice cold Carlsberg flowed. Who could ask for more?

Well, WTP is back and it holds the promise of being epic-er. The fourth installation of one of Asia's most unique and raved about parties this time around is set to take off on July 6 in Malaysia. Carlsberg's lips are sealed on all the rest.

Loyal Carlsberg fans and those who want to be a part of the "It" group who make it onto the WTP IV list of guests, now need to pay close attention. The same rules apply which means WTP IV will remain a mystery in all manner of speaking, asides from the date of course. One should mark July 6 in your diary if you're serious about partying with Carlsberg.

If the entertainment was wicked last year, it's expected to be other-worldly this time around with stars from the local and global party stage congregating under one roof. And if you're in, so are three of your nearest and dearest.



Keep your ear to the ground or you can go to [facebook.com/Carlsberg](https://facebook.com/Carlsberg) or [www.carlsberg.com.my](http://www.carlsberg.com.my) for more information. Till then, here's a glimpse into what happened at the last WTP. And remember, what happens at WTP, stays at WTP!

*[Photos and video can be posted here]*

----- End -----

This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries, please contact:

**Carlsberg Malaysia**

Eric Teng  
Brand Manager, Carlsberg Brand  
D/L: 03-55226327  
[ericteng@carlsberg.com.my](mailto:ericteng@carlsberg.com.my)

Pearl Lai  
Head  
Group Communications & Marketing Activation  
D/L: 03 - 5522 6408  
[pearllai@carlsberg.com.my](mailto:pearllai@carlsberg.com.my)

**acorn communications sdn bhd**

Tam Mun Ee  
H/P: 014 - 338 0011

Goh I Ching  
H/P: 014 - 218 1906  
Tel: 03 - 7958 8348  
[acorncommunications@acornco.com.my](mailto:acorncommunications@acornco.com.my)