



A MID AUTUMN GET-TOGETHER
Recipients of Carlsberg Education Fund Celebrates Festival at the
Pearl of the Orient

Shah Alam, 11 October 2012: The Carlsberg Hua Zong Education Fund (CEF) organized a 2-day 1-night treasure hunt for 30 college students at the historic city of Penang in conjunction with the mid-autumn festival celebration. The outing to Penang aimed to keep in touch with recipients of the interest-free study loan and provide them an avenue for them to discover insights of the Chinese culture, history and interesting places in the Penang Island. Highlights of the outing was the treasure hunt where students were divided into few groups to track and snap a shot of the various heritage sites in Georgetown before concluding the hunt at the last stop at the wellknown Dou Mu Temple in Seberang Perai.

“The partnership between Carlsberg Malaysia and Hua Zhong (The Federation of Chinese Association Malaysia) in setting up the interest free study loan CEF has come a long way. Besides providing financial aid to help needy students to pursue their tertiary education, we also hope that recreational activity as such will develop their interest and knowledge in current affairs.” said Mr Lim Eng Wah, Regional Sales Manager of Carlsberg Malaysia Lim after presenting prizes to winners of the treasure hunt.

The winning team group leader Tan Hong Chun, which won RM800 worth of gift vouchers from the treasure hunt said, “We thank CEF for organizing this outing held in conjunction with the Mid-Autumn Festival. Having to compete under the hot sun not



only tested the patience and perseverance of our team but also put our team work to test. There's a will, there's a way. We are glad that we didn't give up despite facing obstacles along the way".

The teams in first and second runner-up received RM400 and RM200 worth of gift vouchers respectively.

For more information, please visit CEF official website at www.carlsbergeducationfund.com.my .

----- End -----

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

Albert Ng
Community Projects Executive, Carlsberg Malaysia
DID : 03-55226302
H/P : 019-2436876
Email : albertng@carlsberg.com.my