



**PRESS
RELEASE**

INSPIRING THE YOUNG TO EXCEL IN SPORT

Brewery Chips In For A Good Cause As Parent and Child Bond on the Green

SHAH ALAM, 3 November 2012: Proving yet again that it has a “heart for sports”, Carlsberg Malaysia hosted the inaugural SportExcel Parent-Child Golf Tournament held at Montere Golf & Country Club, Shah Alam.

As an invaluable chartered member of SportExcel, The Foundation for Malaysian Sporting Excellence an organisation dedicated to the development of junior sports in the country up to the international level - for the past 21 years, Carlsberg Malaysia has been instrumental in realising this Foundation’s aspirations.

Organised in conjunction with the World Children’s Day celebration, this tournament was graced by SportExcel Chairman and President of Olympic Council of Malaysia, YAM Tunku Imran Tuanku Jaafar.

“The idea of organizing the Parent-Child Golf Tournament in conjunction with World Children’s Day, was mooted by Carlsberg Malaysia. A very noble thought and a form of tribute to parents who are ardent supporters of junior golf. This tournament is a wonderful opportunity for parents to bond with their children while playing a round of golf,” said YAM Tunku Imran in his welcoming speech.

Carlsberg Malaysia presented a top up of RM50,000 to SportExcel early this year which was raised from the Heart to Heart Charity Dinner and was channeled to further support the development of junior sports, in particular golf. This invaluable support ensures that SportExcel stands out as a beacon of hope for young talents to pursue their dreams to achieve glory and honour for themselves and the country.

Soren Ravn, Carlsberg Malaysia Managing Director, in his officiating speech said, “Carlsberg Malaysia believes that every child’s fundamental rights for equal opportunity to sports are recognised. Our partnership with SportExcel is to support the development of these children’s sporting calibre for their benefit and the benefit of our society.”



SportExcel, incorporated in 1989, is an organisation aimed to promote junior sports and assist young talented athletes to reach their full potential at the international arena. The Foundation is endorsed by the government. It also works in liaison with the National Sports Council and Olympic Council of Malaysia, carving a niche as a complementary role player for the development of junior sports in the country.

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