



SCHOOL BAGS CHEER FOR 500 TAMIL SCHOOL STUDENTS Brewery Contributes to Community Through I Love School Programme

Shah Alam, 19 January 2013: Primary school students from 12 Tamil schools in Selangor received a pleasant boost ahead the new school calendar year when 500 students benefitted from the I Love School Programme.

The official presentation ceremony for the Central Region held at the Midlands Convention Centre was the official launch of the programme and was witnessed by YB Dr. Xavier Jayakumar, ADUN N49 Seri Andalas.

Mr Lew Yoong Fah, Chief Financial Officer, Carlsberg Malaysia said in his speech, "Sharing with the Community on An Unconditional Basis' is what we at Carlsberg Malaysia have always believed in. We hope that with our modest input our children will have a better environment to learn and excel in their studies. We truly believed that with this contribution, our endowed students will have the motivation to pursue their studies."

Earlier this month, a presentation for the Southern Region was held at SJK(T) Sri Pelangi, Jalan Gunung Soga, Batu Pahat, Johor; meanwhile, another presentation was held for the Northern Region at SJK(T) Tan Sri Dato Manickavasagam, Tanjung Malim, Perak. The presentation in the North and South Region reach out to 700 and 400 students respectively, offering the students a great start to the school new term.

Also attending the ceremony was Ms Astrid Ruge, Wife of His Excellency the Danish Ambassador to Malaysia, Dato' A. Yogesvaran, President, Education, Welfare and Research Foundation and Mr P. Doraisamy, Chairman, Tamil Schools Headmaster Council.

Over the past four years, 8,000 school bags and other school essentials have been contributed to needy primary school student in rural areas. The I Love School Programme which kicked off in 2009 in Peninsular Malaysia was to assist impoverished students from the Indian community. The success of this programme was subsequently initiated in the following year in Sabah and Sarawak respectively.

For more information on the I Love School Programme, please visit www.carlsbergmalaysia.com.my



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