



**TOP TEN CHARITY CAMPAIGN  
IN SUPPORT OF THE DEVELOPMENT OF WUSHU**  
RM 10 million education funds raised through seven Top Ten charity shows

Shah Alam, 23<sup>rd</sup> August 2011 – Top Ten Charity Campaign (Top Ten), the flagship community project of Carlsberg Malaysia’s Corporate Social Responsibility (CSR) programme, marked a new milestone in its 25<sup>th</sup> anniversary celebration this year. –The charity drive has pledged its support for the WuShu Federation of Malaysia (WFM) to raise RM2million development funds in support of the sport – WuShu at the national school level through a fund-raising show set on October 22<sup>nd</sup> at the Dewan San Choon, Wisma MCA, KL.

At the press conference held at the Hall of Fame, Wisma OCM, Carlsberg Malaysia’s Managing Director Mr. Soren Ravn commented “I am pleased to learn that the WFM decided to joint-forces with Top Ten to raise RM2million as development funds to promote WuShu the sport, programs, infrastructure and other resources of the federation for the next three years. This truly exemplifies that Top Ten’s mission in fund raising for not only supporting the development of Chinese education but also sport derived from the Chinese martial arts - WuShu at the national school level. I believe that with this collaboration, Top Ten will be able to support WuShu to advance its efforts in promoting togetherness, building stamina and physique, nurturing good health and discipline as well as enriching spirits and well being of the younger generation”. Ravn added.

“I urge all individuals and private companies to come forward to support WFM so that our school children are exposed to WuShu and can learn to adapt a more active and healthier lifestyle, as in line with the Ministry of Education’s objectives in placing WuShu into the schools’ development programme in 2010 and including it into the 2012 MSSM (Majlis Sukan Sekolah-Sekolah Malaysia) calendar of sport”, Ravn reiterated the message made by President of WFM Datuk Seri Kee Yong Wee and Group COO of Nanyang Press Holdings Mr. Liew Sam Ngan who were also present at the press conference.



In conjunction with the ceremony, the WuShu National Coach Ho Ro Bin also presence to share his career experiences in WuShu and his views on the development of the sport in the national and global level. Ho, being one of the 69 Malaysian athletes who was granted a whole life insurance policy through the OCM-Carlsberg Athletes Retirement Scheme also commented that he was honoured to receive the retirement scheme. He opined that the scheme has successfully incentivized and motivated Malaysian athletes to excel in Asian, Commonwealth and Olympic games. The other WuShu athlete whom granted the retirement scheme is the gold medallist of the 2008 Guangzhou WuShu Championship Chai Fong Ying.

Carlsberg Malaysia believes in 'Sharing with the Community Unconditionally'. Top Ten, a community programme funded by Carlsberg Malaysia with the collaboration of Nanyang Siang Pau and China Press, is the holder of two national records in the Malaysia Book of Records, being the 'The Longest Running and The Highest Funds Raised through Chinese Charity Shows' in Malaysia. It has, over the span of 24 years, accumulated total education funds of approximately RM 360million for over 570 Chinese schools and institutions nationwide.

Celebrating its silver jubilee anniversary this year, Top Ten has, through a special charity show held for the Chinese Association of Kuantan in April and a series of road shows took place in six Chinese schools through its leg of road shows in July, helped to raise more than RM10 million education funds benefited thousands of students. This remarkable achievement is the perfect gift to celebrate the 25<sup>th</sup> anniversary of Top Ten, a testament to Top Ten being a successful fund raising drive and a confident boost to the Top Ten committee for making the fund raising mission this year a significant one.

For more info on Top Ten Charity Campaign, please visit to [www.toptencharity.com.my](http://www.toptencharity.com.my).

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

Pearl Lai	Senior Manager, Corporate & Marketing Communications	D/L: 03 - 5522 6408 <a href="mailto:pearllai@carlsberg.com.my">pearllai@carlsberg.com.my</a>
Yong Choo Kong	Chairman of Event Organising Committee WuShu Federation of Malaysia	Tel : 03 - 2715 2846 <a href="http://www.wushumalaysia.gov.my">www.wushumalaysia.gov.my</a>