



**PRESS
RELEASE**

Longest running fundraiser marks new milestone

Top Ten charts RM20 million this year for development of Chinese education

Shah Alam, 16th November – Top Ten, Carlsberg Malaysia's flagship charity campaign, has yet again proven to be one of the most successful fund-raising platform by charting RM20 million for the development of Chinese education this year.

The events conducted over two legs held in Teregganu, Selangor, Kuala Lumpur, Johor and Seremban received overwhelming response which far exceeded targets.

SJK(C) Chung Hua, Seremban, SJK(C) Chung Hua, Kota Kemuning in Shah Alam, SJK(C) Ping Ming, Lima Kedai, Johor and SMJK(C) Chung Hwa, Kuala Lumpur together raised RM5.7 million towards their building fund and upgrade of co-curriculum equipment.

To develop the martial art sport of WuShu at the national school level, the WuShu Federation of Malaysia raised RM1 million while SJK (C) Chee Mong, Paka, Dungun, SJK(C) Chukai, Kemaman, Terengganu, SJK(C) Chun Yin, Jelebu, Titi, Negeri Sembilan and SJK(C) Chung Hua (P), Ampang, Kuala Lumpur collected a total of RM2.3 million for the building of classrooms.

In addition, the Centre for Malaysian Chinese Studies raised RM200,000 to finance the upgrading of their library system.

WuShu Federation of Malaysia president Datuk Seri Kee Yong Wee commended WuShu champion Chai Fong Ying who put Malaysia in the limelight after winning the gold medal at the 2008 Beijing Olympic Games and becoming the first Malaysian to win a third gold medal at the WuShu World Championships in Ankara, Turkey.

She is one of the beneficiaries of the Olympic Council of Malaysia-Carlsberg Athletes Retirement Scheme funded by Carlsberg Malaysia as an incentive and reward for Malaysian athletes who have won medals in the Asian, Commonwealth and Olympic games.



Top Ten also helped a Chinese Association in Kuantan and six other Chinese schools in the country raise more than RM10 million in its first leg of road shows this year, a remarkable feat and perfect gift to celebrate the silver anniversary of this highly regarded charitable campaign.

Jointly organised by two Chinese dailies, Top Ten has raised more than RM369 million for 588 Chinese schools and institutions nationwide since its inception in 1987.

The campaign has been crowned “The Longest Running and The Highest Funds Raised through Chinese Charity Shows” by the Malaysia Book of Records.

Various publicity stunts such as artistes’ visits to schools, commercials on MyFM and press conferences were held to advertise the campaign. Z-Chen, a Malaysian singer who has made a name in the Taiwan music scene, also known as ‘the Little Prince in R&B’, was one of the artiste to put on a fine performance during the event.

Soren Ravn, managing director of Carlsberg Malaysia said, “This achievement justifies our success in making Top Ten a reputable fund-raising platform to improve Chinese education and institutions in the country. At Carlsberg Malaysia, we believe in ‘Sharing with the Community Unconditionally’.”

“We have invested millions of ringgit over the past 24 years to finance the cost of this fundraising drive,” he added.

For more information on the Top Ten Charity Campaign, visit www.toptencharity.com.my.

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