



FOR IMMEDIATE RELEASE



**PRESS
RELEASE**

J.C. Jacobsen Foundation hosts early Christmas celebration for underprivileged kids at Zoo

Hulu Kelang, December 6, 2014 – J.C. Jacobsen Foundation, the charity outreach of Carlsberg Malaysia, continues to pledge its support for the upkeep of “Siti” and “Sibol”, the two Malaysian elephants at Zoo Negara with an annual sponsorship of RM15,000, making the total contribution in the last two decades to RM280,000.

In conjunction with the sponsorship presentation, the Foundation hosted an early Christmas celebration outing for 15 underprivileged kids and four staff from the Shepherd’s Home Charity, Dengkil. 10 volunteers, led by Yeow Pooi Ling representing the J.C. Jacobsen Foundation presented the cash donation to Encik Shahril Shariff, Director of Administration of Zoo Negara at the brand new elephant amphitheatre, located right next to the very famous giant panda conservation centre.

“Shepherd’s Home Charity is one of nine beneficiaries that received a RM10,000 cash contribution from the 2014 Carlsberg Golf Classic Charity Funds. We thought what could be better than treating the children of the home a Christmas outing at the zoo and learning the importance of animal conservation? It is so fulfilling to see the happy faces that the day left a lasting memory to the children,” said Yeow, Manager of J.C. Jacobsen Foundation.

Elephant is an iconic symbol in the history of Carlsberg. Son to the Carlsberg founder Carl Jacobsen built four life size elephants at the Elephant Tower, the most famous building at the Carlsberg brewery site. The elephant is a symbol of loyalty and strength where Carl Jacobsen advocates that the people should work for the country. Remembering the aspiration, J.C. Jacobsen Foundation took over the sponsorship of the two female elephants, Siti and Sibol with annual sponsorship of RM 15,000. .

According to Rosly@Rahmat Ahmat Lana, Deputy President of Malaysian Zoological Society and Chairman of Public Relations of Zoo Negara, Carlsberg Malaysia started to support Zoo Negara in



1986 when it sponsored one female Asian elephant named Amina. “When Amina died in 2001, Carlsberg Malaysia had generously continued the sponsorship by adopting two female Asian elephants, Siti and Sibol,” he said.

“On behalf of Zoo Negara, I would like to thank J.C. Jacobsen Foundation for being one of the loyal sponsors. We hope that J.C. Jacobsen Foundation will always be able to enhance the quality of animals including our endangered local wildlife,” he added.

The annual cash sponsorship is to subsidise the meals and medical expenses of Sibol and Siti, which are aged 36 and 35 respectively. Their daily food intake is about 300kg of food, which includes fruits like papaya, banana and watermelon. Last year, the elephants were moved to a new “home”, which is bigger in size and has a water feature for the elephants to play. The bigger space also offers more freedom for the elephants to roam and explore.

About J. C. Jacobsen Foundation

J. C. Jacobsen Foundation was launched in June 2014, as a community outreach and an extension of the robust Corporate Social Responsibility program of Carlsberg Malaysia. The Foundation was named after the founder of Carlsberg, J.C. Jacobsen, who was known for his deep passion for philanthropy. Aimed at enhancing and protecting the quality of life of Malaysians, the Foundation is committed to brew a better and greener future by making a difference and impact to three core pillars of education, sports and environment.

About Zoo Negara

Zoo Negara was officially opened on 14th November 1963 and has matured into a well-known zoo all around the world. Zoo Negara Malaysia is managed by the Malaysian Zoological Society, a non-governmental organization established to create the first local zoo for Malaysians. Zoo Negara has a total of over 5,137 specimen from 476 species of mammals, birds, reptiles, amphibians and fish.

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This media release has been prepared by J. C. Jacobsen Foundation and is for immediate release. For further enquiries, please contact:

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**PRESS
RELEASE**

基金会于动物园为儿童庆圣诞

淡江, 6日 - 皇帽骑下的慈善基金会, J.C. Jacobsen, 将持续以每年一万五千令吉的赞助费, 对我国国家动物园的两只母象, “Siti” 和 “Sibol” 进行持续的维护与关怀. 至今, J.C. Jacobsen 基金会在过去的二十年共赞助了二十八万令吉.

同时, 十名志愿者在J.C. Jacobsen基金会代表,姚佩玲的带领下, 借此赞助机会提前为来自龍溪牧人慈善之家的15名贫困儿童及4名工作人员庆祝圣诞节. 在全新的大象剧场, 邻近于非常有名的大熊猫保护中心, 代表姚佩玲当下颁发了现金捐赠于我国国家动物园行政主任, 沙里尔(译名).

J.C. Jacobsen基金会代表, 姚佩玲表示, “龍溪牧人慈善之家是其中一位获得2014年皇帽高尔夫精英赛慈善基金一万令吉现金的的收益者. 我们认为, 在动物园主办圣诞出游和学习保护动物的重要性对这群孩子们来说是获益良多的. 能看到如此充实的幸福笑脸, 已足够证明这群孩子们在当天留下了永久的美好回忆.”

大象是皇帽历史上的一个标志性的符号. 皇帽创始人的儿子, Carl Jacobsen, 位于哥本哈根皇帽啤酒厂的著名大象塔建造了四只体型似真于真大象的假象. 与此可知, 大象是忠诚和实力的象征, Carl Jacobsen也提醒人民应忠诚于自己的国家. 紧记其训, J.C. Jacobsen基金会以每年一万五千令吉的赞助接手了两只母象, Siti与Sibol.

据罗斯里(译名), 马来西亚动物协会兼马来西亚国家动物园的公关主席, 自马来西亚皇帽集团在1986年赞助一只亚洲母象, Amina, 此集团就开始支持马来西亚国家动物园.

他说, “当Amina过世于2001年, 皇帽集团持续赞助以领养两只亚洲母象, Siti与Sibol. 我代表马来西亚国家动物园, 感谢J.C. Jacobsen基金会作为忠实的赞助商之一. 我们希望J.C. Jacobsen基金会能持续地保护动物, 包括濒危的当地野生动物.”



赞助费将用于补贴Siti (36岁)与Sibol (35岁)的膳食及医疗费用. 它们日常的膳食多达三百公斤, 其中包括木瓜, 香蕉及西瓜. 另外, 两只母象也在去年搬入了更大,具有戏水设施的新家. 如此大的空间让大象们享有更多的自由及活动空间.

关于J.C. Jacobsen基金会

J.C. Jacobsen基金会于今年6月主办了推展礼, 作为皇帽集团的社会宣传及企业社会责任活动的延展. 此基金会命名于皇帽创始人, J.C. Jacobsen, 对慈善事业拥有热情而闻名. 为了促进及提高马来西亚人民的生活质量, 该基金会承诺将以教育, 体育及环境来创造更美好的未来.

关于国家动物园

国家动物园正式开业于1963年11月14日, 至今以成为世界知名动物园. 国家动物园是由马来西亚动物协会管理, 一个非政府组织用于创建第一个本地动物园. 此外, 国家动物园也拥有超过5,137种标本, 包括476种哺乳动物, 鸟类, 爬行动物, 两栖动物及鱼类.

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