

FOR IMMEDIATE RELEASE

Press Statement 02/2022

10 January 2022

Page 1 of 2

## Beginning physical classes with ‘Safer Schools’

**Carlsberg Malaysia completes distributing its contribution of thermometers and disinfection services to benefit 300 schools nationwide for the second consecutive year.**

**SHAH ALAM, 10 January 2022** – With physical classes scheduled to begin today, parents, teachers and also students are set to have peace of mind with Carlsberg Malaysia’s Safer Schools Campaign, which aims to provide a safer learning environment for both students and teachers.

Running for the second consecutive year, the ‘Safer Schools’ campaign is a testament to the brewer’s commitment to reaching out to the community in need. Carlsberg Malaysia has completed distributing all 622 facial recognition infrared thermometers worth RM1.6 million to 300 SK, SJKC, and SJKT schools nationwide as the country continue to combat against unabating COVID-19 pandemic.

“We have always believed in giving back to the communities we operate in, which is why we took matters into our own hands when the pandemic struck. We are proud to say that we saw an overwhelming response through the submissions for Safer Schools 2021, which we have received over 400 applications for the infrared thermometers,” said Stefano Clini, Managing Director of Carlsberg Malaysia.

“In trying times like this, we want to do our part in being an exemplary responsible corporation to others by staying true to our commitment of giving back to the society via our Safer Schools campaign, a step up in response to address public fears over the COVID-19 outbreak. With all the encouraging words and positive reviews received from schools and consumers, this showcases that this campaign has been successful in aiding the primary schools in need to combat against the virus,” Clini added.

In November of last year, the brewer has recently bagged the “Company of the Year” under the manufacturing of beverage sector for the second time at the 6th edition Sustainability & CSR Malaysia Awards 2021. Carlsberg Malaysia’s COVID-19 relief program named Safer Schools campaign was recognised as an exemplary project in providing meaningful intervention and solution for communities involved.

Notably, the Safer Schools Campaign has received a great number of positive feedback from both the schools and the parents as they found the infrared thermometer and disinfection services highly helpful in curbing the spread of the pandemic, by ensuring that everyone entering the school compound is safe and adheres to the SOPs set by the government.

“It will make it easy to check temperature and take steps to protect our teachers, staff and visitors from any possible infections. It is also really helpful for the smooth operations of the school, which has 36 teachers and 610 pupils studying in 16 classes,” said Thamilarasu Subramaniam, headmaster of SJK (T) Persiaran Raja Muda Musa.

“The facial-recognition infrared thermometers were helpful to efficiently monitor the temperatures of pupils, teachers, staff, parents and visitors upon their arrival, and to ensure the school could practise precautionary safety measures during the endemic phase of COVID-19,” said the school’s Parent-Teacher Association president Utigasoorian Balaraman.



Other than providing schools with facial-recognition infrared thermometers and disinfection services, the Safer Schools campaign has also introduced a catchy Safer Schools song via a music video. This song exhibits the measures and SOPs one needs to comply in order to fight the spread of COVID-19 in a fun and light-hearted manner.

The brewer aims to address the inevitable anxiety through this song by focusing on the positive measures everyone can collectively fight against the pandemic.

The music video, which is made so simple that the song and dance can be practiced and performed with peers and teachers at school, is a simple stress-reducing workout to learn about the importance of personal hygiene and pandemic defence measures, and ultimately promote good physical and mental health.

Delivered in a mix of four languages: Bahasa Malaysia, English, Mandarin and Tamil, the music video features simple dance moves to inject a degree of fun and interactivity to the teaching of personal hygiene and protection measures against COVID-19, which are performed by local artistes and social media influencers Elica Paujin, Han Xiao Aii, and Rabbit Mac.

Check out the music video here <https://youtu.be/yCV5kYw5jpE>.

- ENDS -

#### **For further enquiries, please contact:**

Nicole Xiayi Pung, Corporate Affairs Executive  
Andel Khoo, Marketing Activation Executive

+603-55226 241  
+603-55226 329

[nicole.x.pung@carlsberg.asia](mailto:nicole.x.pung@carlsberg.asia)  
[andel.cc.khoo@carlsberg.asia](mailto:andel.cc.khoo@carlsberg.asia)

#### **About Carlsberg Malaysia**

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, as well as US award-winning craft beer Brooklyn Brewery. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don't drive!

Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)

## “安全校园”使实体课安心开跑

马来西亚 Carlsberg 集团连续第二年实现捐助任务，为全国 300 所学校提供测温仪和消毒服务

（莎亚南 10 日讯）随着今天实体课开跑，由马来西亚 Carlsberg 集团发起，旨在营造更安全学习环境的“安全校园”计划，为家长、教师和学生带来了一份安心。

连续第二年展开的“安全校园”计划，彰显该酒商致力向有需要社群伸出援手的承诺。在我国努力抗疫的背景下，马来西亚 Carlsberg 集团完成了捐助任务，为全国 300 所国小、华小及淡小提供 622 台总值 160 万令吉的人脸识别红外线测温仪。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）指出：“我们始终坚信回馈社会，尤其是我们经营地区的社群，这也是为什么当疫情袭来，我们主动采取行动。可以很自豪地说，我们见证了 2021 ‘安全校园’计划申请反应热烈，其中红外线测温仪的申请接获了 400 份。”

葛利尼补充：“在这段非常时期，我们致力发挥作用，成为负责任企业典范，通过‘安全校园’计划实现回馈社会的承诺，并采取行动应对大众对新冠病毒暴发的担忧。各校方和消费者所给予的鼓励、正面反馈，突显此项计划成功协助有需要的小学抗击病毒。”

去年 11 月，该酒商在 2021 年第 6 届马来西亚可持续发展及企业社会责任奖（Sustainability & CSR Malaysia Awards 2021）第二次夺得饮料制造业“年度最佳企业”（Company of the Year）。马来西亚 Carlsberg 集团发起的新冠疫情纾困计划，即“安全校园”计划，为有关社群提供有效介入和解决方案，成为被肯定的典范项目。

值得一提的是，“安全校园”计划获得了大量来自校方和家长的正面反馈，他们认为，该集团所提供的人脸识别红外线测温仪和消毒服务，有助于遏制疫情蔓延，不仅确保踏进校园的每一位都是安全的，也遵从政府所设定的防疫标准作业程序。

雪州拉惹慕达慕沙道淡小（SJKT Persiaran Raja Muda Musa）校长塔米拉（Thamilarasu Subramaniam）表示：“本校有 16 班、36 名教师、610 名学生，有了这台测温仪，体温检查的工作变得更容易，也让我们能够采取措施保护教师、工作人员和造访者免受病毒感染，同时有助于确保学校顺利运作。”

该校家教协会主席乌帝雅（Utijasoorian Balaraman）指出，“这台人脸识别红外线测温仪，不但有效监测学生、教师、工作人员、家长和造访者到校时的体温，同时也确保本校能在地方性流行病阶段采取安全预防措施。”

除了为学校提供人脸识别红外线测温仪和消毒服务，今年的“安全校园”计划也推出了一首附有音乐录影带的动感歌曲，以好玩、轻松的方式传达人人有责任遵守防疫措施、标准作业程序的信息。

通过这首歌曲，该酒商指望缓解难以避免的焦虑，并鼓励每个人采取积极措施，共同抗击疫情。

以简单方式呈现的这部 MV，让学生和教师在学校也可跟随歌曲和舞蹈节奏动起来，仿佛以简单的减压运动，学习个人卫生和防疫措施的重要性，并促进良好身心健康。

由本地艺人网红 Elica Paujin、韩晓爱和 Rabbit Mac 以国文、英文、中文和淡米尔文演唱，MV 中的舞蹈动作，在教导良好个人卫生和防疫安全措施的同时，也注入乐趣和互动性。

登入以下网址观看 MV: <https://youtu.be/yCV5kYw5jpE>



-完-

更多咨询，请联络：

企业事务执行员方佳仪 Nicole Xiayi Pung  
市场活动策划执行员许仲强 Andel Khoo

+603-55226 241  
+603-55226 329

[nicole.x.pung@carlsberg.asia](mailto:nicole.x.pung@carlsberg.asia)  
[andel.cc.khoo@carlsberg.asia](mailto:andel.cc.khoo@carlsberg.asia)

#### About Carlsberg Malaysia

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, as well as US award-winning craft beer Brooklyn Brewery. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don't drive!

Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)