

FOR IMMEDIATE RELEASE

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Top Ten Charity Campaign Hits Monumental RM600 Million Milestone

Empowering over 700 schools nationwide, Top Ten continues to strengthen vernacular education and champion sustainability across generations.

SHAH ALAM, 15 December 2025 – Starting as a small fundraiser nearly forty years ago, Carlsberg Malaysia's Top Ten Charity Campaign (Top Ten) has become a nationwide initiative supported by Parent-Teacher Association (PTA) committees, donors, media partners and members of the public, all dedicating towards strengthening vernacular education. To-date, Top Ten celebrates a major milestone, having raised RM600 million since 1987, following the Rm14.8 million funds raised this year, further reaffirming its role as Malaysia's longest-running and most impactful Chinese charity fundraising platform.

"Vernacular schools play an essential role in shaping the country's multicultural education system, providing future leaders with access to quality education. However, many schools often seek public donations to upkeep and upgrade schools' facilities — a purposeful endeavour that Top Ten has been championing for nearly four decades" Pearl Lai, Corporate Affairs & Sustainability Director of Carlsberg Malaysia.

Top Ten is highly regarded as the fund-raising platform that brought together people from all walks of life to support the development of primary schools, benefitting over 700 schools across Peninsular Malaysia and Sabah. The campaign has improved learning environments, from upgraded facilities to AI-enabled smart classrooms and more. In doing so, it has not only broadened access to quality education but also safeguarded the country's multi-lingual learnings.

"The support from Top Ten has made a meaningful difference to our school," said Datuk Haw Chin Teck, Chairman of SJKC Chung Hwa Sungai Sendok in Johor, which raised the most donations among participating schools this year. "The proceeds received have enabled us to improve our facilities and create a more conducive environment for teaching and learning. Beyond proving a fund-raising platform, what truly stands out is how Top Ten brings the community together with parents, artistes and partners united for a shared belief that our children's future is a responsibility we all share."

Permanent Honorary Chairman Mr. Tan Cheng Teng shared that Lahad Datu Middle School has hosted the Top Ten Charity Campaign for three years, raising RM6 million. The funds supported the redevelopment of a single storey building with labs, offices, a dance studio, and a cooking room, improving spaces for teaching and activities. These enhancements have optimised our teaching capabilities and recreational spaces capacity. We are grateful Carlsberg Malaysia in funding all expenditures of the fund-raising event."

For the last two years, Top Ten has also extended to higher education institutions such as UTAR Hospital, reflecting on its broader mission of advancing education beyond vernacular schools but also higher education institutions.

“Top Ten has played an instrumental role in supporting UTAR’s mission to advance education and healthcare for the community,” Yang Berbahagia Ir. Professor Dato’ Dr. Ewe Hong Tat, UTAR President affirmed. “Funds raised through the campaign have helped us upgrading teaching facilities, medical equipment, and patient welfare at UTAR Hospital. We thank Carlsberg Malaysia for its continued support, which has helped us improve learning and healthcare facilities for future medical officers.”

Championing Green Futures through Student-Led Sustainability Initiatives

Driven by a vision for long-term impact, Top Ten goes beyond improving school facilities, it also placed strong emphasis on cultivating environmental responsibility among students. Through its Go Green initiative, Top Ten has empowered nine schools nationwide to undertake hands-on projects, producing more than 228 litres of eco-enzymes and creating close to 538 kg of eco-bricks, equipping students with practical skills and environmental knowledge.

These collective efforts not only advocate greener mindsets and habits but also nurture a generation of climate conscious and actions for positive change.

“We believe that education and sustainability go hand-in-hand. Through Top Ten, we are committed to championing education today for a greener tomorrow by cultivating interest on among the curious minds and encouraging them to get involved today as a step for creating impacts in shaping a greener, better, brighter Malaysia,” Lai said.

This milestone underscores Carlsberg Malaysia’s long-standing commitment to education and community support, and lasting sustainability impact. True to its Together Towards ZERO and Beyond sustainability programme, the brewer continues to advance efforts that uplift communities and promote environmental responsibility, aligning with the UN SDG 4 (Quality Education) and SDG 13 (Climate Action), contributing to a more inclusive and resilient Malaysia.

To learn more about this impactful initiative, visit Carlsberg Malaysia [Instagram](#) or [Facebook](#) for the full schedule of Top Ten roadshows and join us in this meaningful journey. More information about the Top Ten Charity Campaign can be found at: <https://carlsbergmalaysia.com.my/sustainability/social/community-relations/>.

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About Carlsberg Malaysia Group

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, and regional presence via exports.

Our international portfolio of brands features Probably the Best Beer in the World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner and Wheat. Our international premium brews including France's premium beers 1664 Brut, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

“十大义演”突破 6 亿令吉里程碑

“十大义演”赋能全国逾 700 所学校持续力挺多源流教育，推动跨世代的可持续发展

（莎亚南 2025 年 12 月 15 日讯）近四十年前，一项小型筹款活动，如今已发展成为遍及全国的公益盛事，凝聚了校方家教协会、慷慨的捐助者、媒体伙伴及艺人，共同致力于推动华文教育的发展。马来西亚 Carlsberg 集团旗舰项目“十大义演”迎来了历史性里程碑：自 1987 年启动以来，累计筹获 6 亿令吉，今年更成功筹得 1,480 万令吉，进一步巩固其作为全马历史最悠久、最具影响力的华教筹款平台的地位。

马来西亚 Carlsberg 集团企业事务及可持续发展总监 赖铭竹 表示：“多源流学校在塑造马来西亚多元教育体系中发挥着至关重要的作用，让年轻一代有机会接受优质教育。然而，许多学校仍需依赖公众捐款以维持日常运作和提升设施。近 40 年来，‘十大义演’正是在这方面发挥桥梁作用，帮助学校应对这一挑战。”

“十大义演”一直被视为汇聚各界力量、支持华文小学发展的筹款平台，迄今已惠及马来西亚半岛及沙巴超过 700 所学校。该活动不仅改善了学习环境，从校舍设施升级到引入人工智能智慧教室等，更进一步拓宽了优质教育的可及性，同时守护了国家多语教育的传承与发展。

“十大义演”的支持为本校带来了深远影响。”今年在所有受惠学校中筹款金额最高的柔佛州东甲县双溪申洛中华学校董事长拿督侯振德表示：“所筹善款不仅帮助我们改善校舍设施，营造更有利于教学的环境，更重要的是，‘十大义演’凝聚了社区对教育的共同关注。看到家长、艺人及合作伙伴为同一目标携手努力，更加坚定了我们对社会共同秉持为子孙后代投资未来的承诺。”

拿笃中学永久名誉董事长陈金鼎县议员表示：“过去三年，本校有幸连续与‘十大义演’合作，累计筹得善款达 600 万令吉，：“这些资金在我们的校园发展计划中发挥了关键作用，使我们得以重建一座单层综合楼，内设科学实验室、舞蹈室、办公室及烹饪教室。这些设施的提升不仅优化了教学环境，也丰富了课外活动空间。我们衷心感谢‘十大义演’及马来西亚 Carlsberg 集团的持续支持，帮助东马学校规划未来。

过去两年，“十大义演”更将筹款范围延伸至高等教育机构，包括拉曼大学医院，体现其使命不仅限于推动华文小学教育，更积极支持高等学府的发展，彰显其在教育领域的广泛承诺。

拉曼大学校长拿督尤芳达教授表示，“‘十大义演’在支持优大推进教育与医疗服务的使命中发挥了重要作用。通过这一公益筹款活动，我们得以升级教学设施，添置医疗设备，并改善优大医院的病患福利。我们衷心感谢马来西亚 Carlsberg 集团连续第二年给予‘十大义演’的支持，这一善举极大地推动了我们改善教学与医疗设施的目标，惠及未来医疗人才。”

携手学生主导的可持续行动，共创绿色未来

“十大义演”以长远影响的愿景为动力，不仅致力于改善学校设施，更着重培养学生的环保责任感。通过正在进行的 Go Green 倡议，“十大义演”赋能了全国 9 所学校开展实践课堂，包括制作了 228 公升的环保酵素（Eco-enzymes）和 538 公斤的环保砖，让下一代掌握实用技能并提升环境意识。

这些集体努力不仅倡导更绿色的思维与习惯，也培养了具备气候意识的一代，推动积极行动，实现正向改变。

赖始竹补充道，“我们坚信教育与可持续发展密不可分。通过‘十大义演’，我们致力于践行‘今天推动教育，明天共建绿色未来’的承诺，激发年轻一代的好奇心，鼓励他们积极参与，以实际行动为建设更绿色、更美好、更光明的马来西亚贡献力量。”

这一里程碑彰显了马来西亚 Carlsberg 集团长期以来对教育和社会发展的坚定承诺。秉持“共同迈向并超越零目标”（Together Towards ZERO and Beyond）可持续发展计划，持续推动惠及社区、促进环境责任的举措，并与联合国可持续发展目标 SDG 4（优质教育）及 SDG 13（气候行动）保持一致，为建设更具包容性和韧性的马来西亚贡献力量。

欲进一步了解这一具影响力之举，欢迎浏览马来西亚 Carlsberg 集团的 [Instagram](#) 和 [脸书](#) 专页。更多“十大义演”资讯，可上到：

<https://carlsbergmalaysia.com.my/sustainability/social/community-relations/>。

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关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团（Carlsberg Brewery Malaysia Berhad）于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂持有股份，也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg

Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责，时时刻刻牢记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们共有 640 名职员，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天”（Brewing for a Better Today and Tomorrow）宗旨，我们致力于实施“共同迈向并超越零目标”（Together towards ZERO and Beyond）ESG 计划，以实现到 2040 年全价值链净零碳排放目标。敬请浏览 www.carlsbergmalaysia.com.my 了解更多。