

## PRESS RELEASE

*For immediate release*

### **Uncage your inner fire with Tiger Crystal**

*Discover a world of possibilities and master your passions in surfskating, jump rope, mobile photography or contemporary craft with talented local mentors. Sign up now at [tigerbeer.com/my/en/firestarter](https://tigerbeer.com/my/en/firestarter).*

**KUALA LUMPUR, 21st September 2021:** Tiger Crystal - crystal cold refreshment, brewed for your fire, is all about inspiring fans to uncage their inner fire. The #FireStarter platform is ignited with that notion, to encourage fans to explore and discover new skills and passions with confidence. Featuring local mentors, surfskate pro Aaron Chan, Don Michael of Happyfingers Jumps, Meng from All Is Amazing and Mavic from Craft at No.7, the #FireStarterSquad welcomes fans to learn tricks of the trade and master the basics from them.

From now until mid-October, each mentor will share four tutorials weekly on the site with one of them being conducted live. All fans have to do is check out the [tigerbeer.com/my/en/firestarter](https://tigerbeer.com/my/en/firestarter), select a passion of their choice and sign up for the live tutorial session - only limited spots available. All successful sign-ups will be entitled to an exclusive \*Fire Starter Gift Pack from Tiger Crystal while all craft participants will receive a complimentary Fire Starter live tutorial kit that will be handy during the live session.

Since surfing was a challenge where Aaron Chan ([@chanchowhee](https://www.instagram.com/chanchowhee)) resides, he didn't let that put a halt to his passion and picked up surfskating instead. Fellow surfskating enthusiasts are up to get stoked as Aaron will be revealing the fundamentals of surfskating, including some tricks and tips and of course, ways to do all that safely.

With Don from [@happyfingersjumps](https://www.instagram.com/happyfingersjumps), jump roping will never be the same again as he brings fans through various exciting tricks to express their creativity in his tutorials. Fans can spice up their jump rope routines by learning different manoeuvring techniques, footwork exercises and so much more.

Who said photographs are only perfect when taken by professionals? Photography expert Meng from All Is Amazing ([@allisamazing](https://www.instagram.com/allisamazing)) will let fans in on the know-hows of capturing creative visuals with just their mobile phones. Perfect for those who want to level up their mobile phone photography game, Meng will be guiding participants through various types of photography, including a fashion shoot!

Mavic, the founder of Craft No.7 ([@craftatno7](https://www.instagram.com/craftatno7)), has over five years of teaching experience with students from all over the world, who came to her with burning passion in arts and crafts. She will be sharing her knowledge on silkscreen printing, acrylic pouring art techniques, jesmonite coaster making and soy wax candle making in her tutorial sessions.

"Tiger Crystal's #FireStarter platform is built for those who are eager to unleash their passion and master a new skill they never thought of exploring. They will be able to meet and interact with professional mentors and get to know fellow enthusiasts. This is an opportunity for fans to add on an exciting skill to their list of favourite pastimes, while standing to win exclusive prizes by showcasing their newly learnt knowledge," said Joyce Lim, Marketing Manager of Tiger Beer.

To keep the fire burning and to put the skills learnt to the test, each mentor will be running a contest on their respective Instagram pages to give away an exclusive Tiger Crystal Fire Starter Kit, for fans to kick



start their new passion. The mentors will be releasing more updates on the contest in the coming weeks, so fans can keep an eye out for their announcements. Not to mention, fans can also flaunt their newly learnt skill by posting a picture or video, and tag [@tigerbeermy](#) with the hashtags #TigerCrystal and #Firestarter. Their content will be featured in the hashtag gallery within the site too!

Tiger Crystal and all related activities, engagements and giveaways are for non-Muslims aged 21 and above only. Tiger advocates responsible consumption and urges consumers to not drink and drive. To find out more on how to join the #FireStarterSquad, visit [tigerbeer.com/my/en/firestarter](http://tigerbeer.com/my/en/firestarter) or Tiger's social media pages at [facebook.com/TigerBeerMY](https://facebook.com/TigerBeerMY) and [instagram.com/tigerbeermy](https://instagram.com/tigerbeermy).

*\*DISCLAIMER:*

- *Participants are allowed to sign up for more than 1 tutorial but will only receive 1 Fire Starter Gift Pack or 1 Craft Live Tutorial Kit.*
- *Craft Live Tutorial sign up ends on 24<sup>th</sup> September 2021. Limited to 100 participants, and only the first 80 sign-ups will receive a Craft Live Tutorial Kit.*
- *Surfskate, Jump Rope and Mobile Photography Live Tutorials sign up ends on 30th Sep 2021. Limited to 100 participants only. All participants will receive a Fire Starter Gift Pack.*
- *Open to non-Muslim Malaysians who are 21 years and above, within Peninsular Malaysia only.*

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### **About Heineken Malaysia Berhad**

HEINEKEN Malaysia with its portfolio of iconic international brands is the leading brewer in the country. The Company brews, markets and distributes:

- The World's No. 1 international premium beer **Heineken®**
- The great taste of Heineken® with dealcoholised **Heineken® 0.0**
- The World-acclaimed iconic Asian beer **Tiger Beer**
- The crystal-cold filtered beer **Tiger Crystal**
- The World's No. 1 stout **Guinness**



- The premium wheat beer born in the Alps **Edelweiss**
- The World's No. 1 cider **Strongbow Apple Ciders**
- The New Zealand inspired cider **Apple Fox Cider**
- The all-time local favourite **Anchor Smooth**
- The premium Irish ale **Kilkenny**
- The real shandy **Anglia**

HEINEKEN Malaysia also produces the wholesome, premium quality non-alcoholic **Malta**. HEINEKEN Malaysia's brand portfolio also includes the No. 1 German wheat beer **Paulaner** and Japan's No. 1 100% malt beer **Kirin Ichiban**.

HEINEKEN Malaysia through its e-commerce platform, Drinkies now delivers chilled beers and ciders on demand, within 60 minutes or as scheduled. Drinkies also offers freshly tapped beer to cater for home parties and other events including weddings and corporate dinners. For enquiries, call 012-281 8888 or visit [www.drinkies.my](http://www.drinkies.my).

The Company continues to lead the responsible drinking agenda through its Drink Sensibly campaign.

The corporate social responsibility arm of HEINEKEN Malaysia, **SPARK Foundation** was established in 2007 to grow with local communities in the areas of environmental conservation and education for a better tomorrow. Be the SPARK for change and visit [www.sparkfoundation.com.my](http://www.sparkfoundation.com.my) for more information.

Listed on the Main Market of Bursa Malaysia, HEINEKEN Malaysia's principal shareholder is GAPL Pte Ltd based in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V.

For more information please visit: [www.heinekenmalaysia.com](http://www.heinekenmalaysia.com).