



## PRESS RELEASE

*For immediate release*

### **Uncage New Passions at the Tiger Crystal Fire Starter District Festival**

*The atmosphere at Sentul Depot was abuzz with excitement as the action-packed festival weekend kicked off today for fans to discover new passions and try them out first-hand with guidance from mentors.*

**2<sup>nd</sup> June 2022, KUALA LUMPUR** – Tiger Crystal’s Fire Starter platform went live in May to empower Malaysians to discover new passions and unlock their potential and skills. The platform’s website, <https://firestarter.tigerbeer.com/> features a cool AR facial recognition tool and personality assessment to enable fans to find out passions best suited for them. The results - be it bouldering, rollerblading, dancing, jump rope, or freestyle football – can then be downloaded and shared on Instagram and Facebook with the hashtags #FireStarterMY and #TigerCrystalMY with @tigerbeermy tagged. Each posting stands to win exclusive classes and prizes weekly since it kicked off until 7<sup>th</sup> June 2022.

The highlight of the campaign is the action-packed weekend of the Fire Starter District Festival that started today and will be ongoing until 5<sup>th</sup> June at Sentul Depot. The festival is the place to be for fans to truly uncage their inner fire by discovering a new passion and trying them out first-hand with the guidance of mentors, as well as connecting with like-minded individuals over some crystal-cold Tiger Crystal. The atmosphere at Sentul Depot was transformed into a hub of passion points, with attendees excited to try out their passion at the unique and interactive game cubes. What’s more, fans who attend the festival will get to redeem three crystal-cold Tiger Crystal bottles.

Exciting prizes worth more than RM5,000 total are up for grabs at the festival for fans. The prizes that can be won for fans who explore their passions at the respective game cubes are:

- a pair of rollerblades
- a bouldering kit with climbing shoes, chalk ball, chalk bag, and handhold brush
- exclusive dance lessons with Patrick Tee and Charles Saw of D Skills Academy
- an exclusive private class and limited-edition Tiger Crystal beaded jump ropes
- a football kit with futsal shoes, ball, shirt, and bag

“As a brand that aims to empower its drinkers to uncage their inner fire, the Tiger Crystal Fire Starter platform encourages fans to take that first step to explore something new in life. We want to remind our fans to not let the fear of failing hold them back, hence we’ve collaborated with knowledgeable mentors to guide them along the way. The Fire Starter community will be a catalyst for fans to continue to hone their skills in their newly discovered passions for months and even the years to come,” said Joyce Lim, Marketing Manager of Tiger Beer Malaysia.

If you missed the festival happening from now until 5<sup>th</sup> June, you can still sign up for classes and follow the updates on the Fire Starter campaign at <https://firestarter.tigerbeer.com/> and their social media pages at [www.tigerbeer.com.my](http://www.tigerbeer.com.my) and [www.instagram.com/tigerbeermy](http://www.instagram.com/tigerbeermy). Tiger Crystal and all related



promotions and activities are strictly for non-Muslims aged 21 and above only. Tiger Crystal advocates responsible consumption and urges consumers to not drink and drive.

### **About the Tiger Crystal Fire Starter Mentors**

**Rollerblading:** Wee Chong Hooi discovered his passion for stunt rollerblading back in 1998 and became the sponsored rider of Wheel Love in 2011. He has participated in many international competitions, including FISE, IOXC in Indonesia, and Stunts4Swags in Malaysia and Singapore. He is also the first Malaysian to earn a signature aggressive inline skate wheel!

**Jump Rope:** Inspired by the jump rope community around the globe, Janine Cherrie decided to pick up her dusty ropes to stay active while working from home. It wasn't long after that she discovered freestyle jump rope and fell in love with the sport!

**Dancing:** Danny Lee from 3P is the founder and leader of Rejuvenate Dance Crew. He specializes in popping, b-boy, and street dance. Under his leadership, the dance crew has won multiple awards, including 2<sup>nd</sup> place in 8TV's Showdown All Stars and even the Best Showcase Award in Asian Battleground 2016!

**Bouldering:** Rubes Charles Leong is a fitness enthusiast with a passion for climbing. Her goal is to climb as many crags around the world as possible. Being a woman in the male-dominated field of extreme sports, she hopes to defy all gender stereotypes and inspire many more to join the fun! Rubes is one of the top 10 finalists of the RAGAS Karnival Sukan Extreme Bouldering Competition and Obstacle Warrior National Championships 2021!

**Football:** Patrick Tee and Charles Saw are experienced coaches from D Skills Academy. Being Malaysia's leading football academy, D Skills offers professional hybrid football skills development programs for players of different age groups. Their proven successful training methods have transcended over 5,000 football players' skills!

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**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 a variety of beers and ciders on demand, 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).