

**PRESS RELEASE**  
*For Immediate Release*



**Tiger Launches its 2023 Chinese New Year Campaign – ‘Cheers to Bold Beginnings’**  
*Tiger rallies Malaysians to take a pause, celebrate and re-energize for an even bolder tomorrow this Chinese New Year.*

**5<sup>th</sup> January 2023, KUALA LUMPUR** – Life’s small wins are often left unacknowledged in the daily hustle of chasing after tomorrow. This Chinese New Year (CNY), Tiger inspires fans to take a pause and celebrate past moments to re-energize their inner Tiger for an even bolder tomorrow with the launch of its ‘Cheers to Bold Beginnings’ CNY campaign today. To kick it up a notch amongst Malaysian fans, Tiger introduced ‘Gan Gan Chong’, which means the spirit to breakthrough, as a blessing of boldness this CNY.

Bringing this blessing to life, Tiger partnered with three homegrown artists - Dato Maw, Han Xiiiao Ai and Danny Lee - to create a CNY song and music video, entitled [‘The Boldest Chase’](#). The three artists were chosen to represent the brand as they embody the same courageous spirit to boldly overcome the odds on their journey, as seen in some apt references in the song lyrics. The song is available on the campaign’s [microsite](#), [YouTube](#) and Spotify.

[‘The Boldest Chase’](#) is one of a kind that it invites consumers to interact with the content and win exclusive prizes. By tapping on the screen of mobile devices, or pressing the ‘T’ key on the desktop when they spot the lucky Tiger logo, viewers will be able to unlock the rewards. The music video was revealed at the campaign launch event that took place at the concourse area of Tropicana Gardens Mall, which has been transformed to depict the vibrant streets of Chinatown and included various interactive activities for consumers and shoppers to enjoy.

Guests were treated to an energetic performance by the three artists upon checking out the interactive activities such as the ‘Trail of the Tiger’, ‘Roar Challenge’, ‘Gold Bar Challenge’, ‘Gan Gan Chong’ Dance Challenge, and ‘Lou-A-Fortune’ game where they got to take a pause and indulge in the festive spirit. These activities are available from now until 23<sup>rd</sup> January at Tropicana Gardens Mall, for consumers to experience and win exciting prizes.

With the energy at an all-time high, guests were then ushered to Extra Super Tanker Restaurant for dinner. There, they enjoyed an energising lion dance performance, a yee sang toss to commemorate the occasion and invite abundance for the Year of the Rabbit, as well as stage performances, all while celebrating bold beginnings with Tiger.

“Last year we roared together and made the best out of a challenging and disruptive year! This year we encourage our fans to have a bold courage to face the challenges of 2023 with the spirit of “Gan Gan Chong”. With our nationwide activations and promotions, we want our fans to take a moment to celebrate the joy of true togetherness to inspire a better Year of the Rabbit,” said Roland Bala, Managing Director of HEINEKEN Malaysia.

For more information on the Tiger CNY 2023 campaign, merchandise, promotions, contest and giveaways, check out <https://tigerzny2023.tigerbeer.com/>, as well as Tiger’s social media pages at [www.facebook.com/TigerBeerMY](http://www.facebook.com/TigerBeerMY) and [www.instagram.com/tigerbeermy](http://www.instagram.com/tigerbeermy). Tiger Beer and all related promotions and activities are strictly for non-Muslims aged 21 and above only. HEINEKEN Malaysia advocates responsible consumption and urges consumers to not drink and drive.

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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).