



Make it “Our Day to Remember” with the Guinness St. Patrick’s Celebration

Guinness is bringing fans together to celebrate their lucky charms and commemorate their good times with the Guinness St. Patrick’s anthem on social media to unlock exclusive merchandise.

1st March 2023, KUALA LUMPUR – Guinness Malaysia is back with a month-long celebration for fans to celebrate the good times this St. Patrick’s Day. Guinness Malaysia’s 2023 St. Patrick’s celebration, “Our Day to Remember”, is all about bringing fans together to celebrate their loved ones - their true lucky charms - as they commemorate the good times with Guinness. With a series of activations happening at participating bars and pubs from now until the end of March, the brand has lined up an array of activities, games, and giveaways for fans to celebrate.

This year, the brand wants to elevate fans’ St. Patrick’s Day experience with the first-ever, Guinness St. Patrick’s anthem. With this, fans can immortalise their memories in the form of a reel or video and post it on their social media platforms using the soundtrack. All they have to do is select up to eight photos of them and their lucky charms creating memories, then to compile them into a reel or video with the exclusive Guinness St. Patrick’s Anthem accompanying it. More information about it can be found at www.guinnessstpatricks.com.

To take the festive celebration up a notch for fans, Guinness is rewarding fans who take a trip down memory lane and use the Guinness St. Patrick’s anthem with exclusive merchandise. The more fans use the anthem, the more prizes will be unlocked. For every 30 uses of the anthem, Guinness will give away three prizes, meanwhile for every 300 uses, 30 prizes will be unlocked, and if 3,000 fans use the anthem, 300 users will stand to walk away with the prizes. Up for grabs are the exclusive Guinness mugs, as well as the Guinness festive St. Patrick’s hats.

“St. Patrick’s Day is an important one for Guinness since the aspect of communion is so deeply engrained in our brand DNA. We wanted to introduce a novel and magical experience for fans to commemorate the good times with our Guinness St. Patrick’s Anthem. Besides celebrating their loved ones – their true lucky charms - we will be further amplifying the Guinness St. Patrick’s celebration with an array of activities and games for Guinness lovers all month long,” said Shaun Lim, Marketing Manager of Guinness Malaysia.

Fans who would like to celebrate the good times with Guinness this St. Patrick’s Day can do so with their lucky charms at their favourite pubs and bars. Check out www.guinnessstpatricks.com for the full list of participating outlets. As for those who want to create a day to remember with the Guinness St. Patrick’s Anthem, they can do so by checking out the microsite too or when they scan the QR code available at participating pubs and bars.

For more information about the Guinness St. Patrick’s campaign, visit www.guinnessstpatricks.com, as well as Guinness Malaysia’s social media pages at www.facebook.com/guinnessmalaysia and www.instagram.com/guinnessmy. Guinness and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Guinness Malaysia advocates responsible consumption and urges consumers to not drink and drive.



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For editorial enquiries or further information, please contact:

Salini Muniandy

Public Relations Manager
HEINEKEN Malaysia Berhad

E: salini.muniandy@heineken.com

M: +6016 426-5079

Arvina Gill

Brand Public Relations Specialist
HEINEKEN Malaysia Berhad

E: arvina.kaugill@heineken.com

M: +6012 422-6816

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 smooth and creamy **Guinness Draught in a Can**
- 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**
- The wholesome, premium quality non-alcoholic **Malta**.

HEINEKEN Malaysia through its e-commerce platform, Drinkies now delivers chilled beers and ciders on demand. 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.

The Company continues to lead the responsible drinking agenda through its Enjoy Responsibly 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 for more information.

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

For more information, please visit: www.heinekenmalaysia.com