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## **Tiger Town Makes a Bold Return, Expanding to Kuala Lumpur and Penang**

*This Chinese New Year Tiger Beer's multi-day event features live performances, interactive games, and a curated local market*

**KUALA LUMPUR, 23 January 2026** – Tiger Beer kicked off the Chinese New Year (CNY) with a statement: Tiger Town is back as a multi-day and multi-city event. The returning festival, now expanded to Penang, launched last night at LaLaport Bukit Bintang City Centre, transforming the space into a raw, energetic hub for the brand's 敢敢冲 (Dare to Charge Forward) spirit. Now in its second year, Tiger Town runs in Kuala Lumpur through 25 January 2026, before charging forward to Gurney Paragon Mall, Georgetown, Penang, from 13 to 15 February 2026.



The launch ceremony set the tone for the evening. Members of HEINEKEN Malaysia's management team struck a ceremonial gong, followed by a display of Tiger rockets and firecrackers that lit up the night, a contemporary nod to traditional festive rituals. The moment peaked with a powerful lion performance, offering a traditional blessing of energy and good fortune for the year ahead.



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Tiger Town reimagines the CNY gathering as an immersive, high-energy experience, bringing together live music, interactive challenges, and a vibrant local market in one festive space.

Live performances are the engine of Tiger Town. In Kuala Lumpur, the stage is powered by the high-voltage energy of acts like the popular performance group [3P](#), festive favourite [Chang Yong](#) and the charismatic [Joe Chang](#), and, with specially curated sets by [An Livehouse](#). The lineup blends cutting-edge performance with familiar anthems, creating the defiantly joyful soundtrack for charging into the new year.



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Beyond the stage, Tiger Town features themed games inspired by the brand's 敢敢冲 (Dare to Charge Forward) spirit. Built on coordination, speed, and teamwork, these squad-based challenges focus on reflexes and collaboration, turning friendly competition into shared moments of collective play.





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Developed with [Lesgo Market](#), the curated market surrounds the main stage, showcasing local makers and eateries that reflect the same grassroots spirit Tiger champions. Anchored in local creativity and craft, the market adds depth to the experience while grounding Tiger Town in a sense of community.



Tiger Town also features the exclusive Tiger x atmos: Spirit of the Tiger collection. This collaboration with the Tokyo streetwear label fuses traditional Japanese calligraphy with bold, graphic storytelling inspired by the raw energy of Asian street fronts. The collection translates the 敢敢冲 (Dare to Charge Forward) spirit into street-ready style and is also available at selected atmos retail stores, and online.

“Tiger Town is about starting the year with courage,” said Julie Kuan, Marketing Manager of Tiger Beer Malaysia. “Chinese New Year is a time for coming together, and Tiger Town brings that spirit to life through music, games and shared moments, with Tiger Beer enjoyed as part of the celebration.”

Tiger Town continues at **LaLaport Bukit Bintang City Centre until 25 January 2026**, before moving to **Gurney Paragon Mall, George Town, Penang, from 13 to 15 February 2026**.

Consumers can pre-register for general admission tickets via <https://tigercny.tigerbeer.com/en/event/> on first come first served basis. For more information on Tiger Town, consumers can follow the brand on [Instagram](#) and [Facebook](#) for updates. All promotions are subject to Terms and Conditions and available while stocks last.

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

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**About Heineken Malaysia Berhad**



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HEINEKEN Malaysia is one of the leading brewers in the country with its portfolio of iconic international brands.

The Company brews, markets and distributes:

- The World's No. 1 international premium beer Heineken®
- The World-acclaimed iconic Asian beer Tiger Beer
- The World's No. 1 stout Guinness
- The premium wheat beer born in the Alps Edelweiss
- And many more. Visit [www.heinekenmalaysia.com](http://www.heinekenmalaysia.com) for a full overview of our portfolio

HEINEKEN Malaysia advocates responsible consumption through its Enjoy Responsibly and When Your Drive, Never Drink campaigns. HEINEKEN Malaysia's corporate responsibility initiatives are carried out by its corporate responsibility arm, SPARK Foundation, focusing on environment and community partnerships.

Listed on the Bursa Malaysia Main Market, the principal shareholder of HEINEKEN Malaysia is GAPL Pte Ltd headquartered in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V. For more information, please visit: [www.heinekenmalaysia.com](http://www.heinekenmalaysia.com).

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