



**MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

## **MCM SANDWICH TAKES CENTRE STAGE AT THE MAYBANK CHAMPIONSHIP MALAYSIA**

**Kuala Lumpur, 18 February 2016:** Golf was served gourmet style at the Maybank Championship Malaysia with the signature MCM sandwich. Guests were in for a gastronomic treat and an exclusive cooking demonstration of the signature MCM sandwich by celebrity chef Anis Nabilah.

Concocted by the Malaysia's culinary sweetheart, Anis Nabilah, the MCM sandwich was inspired by the world famous Pimento Cheese Sandwich at the Masters in the US. The distinct flavours of the sandwich represent the ASEAN countries through common ingredients in the region. These include chillies, lemongrass, spices and herbs. The signature sandwich is available in lamb and chicken.

The sandwich that was made available for guests throughout the four-day event was part of a charitable cause by Maybank Foundation. Proceeds raised from the sandwich will be channeled to WWF Tiger Conservation initiatives.

The Maybank Championship Malaysia is taking place from February 18<sup>th</sup> – 21<sup>st</sup>, 2016, at the Royal Selangor Golf Club (RSGC). For more information, please visit [www.maybankchampionship.com.my](http://www.maybankchampionship.com.my) or [www.facebook.com/Maybankchampionship](https://www.facebook.com/Maybankchampionship)

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### **About Maybank – Humanising Financial Services**

Maybank is among Asia's leading banking groups and South East Asia's fourth largest bank by assets. The Maybank Group has an international network of 2,400 offices in 20 countries namely Malaysia,



Singapore, Indonesia, Philippines, Brunei Darussalam, Vietnam, Cambodia, Thailand, Hong Kong SAR & People's Republic of China, Bahrain, Uzbekistan, Myanmar, Laos, Pakistan, India, Saudi Arabia, Mauritius, Great Britain and the United States of America. The Group offers an extensive range of products and services, which includes consumer and corporate banking, investment banking, Islamic banking, stock broking, insurance and takaful and asset management. It has over 46,000 employees serving more than 22 million customers worldwide. ([www.maybank.com](http://www.maybank.com))

### **About GlobalOne**

GlobalOne (Emerald Evolution Holdings Sdn Bhd) is an executive lifestyle sports promoter and we create sports event ownerships.

We specialise in providing the full spectrum in sponsorship event management and have an excellent track record in planning and delivering on PGA European Tour golf events for Malaysia (Maybank Malaysian Open), Singapore (Singapore Masters) and Indonesia (Indonesia Open) since 1999. We have strong relations with sports governing bodies, the media and commercial sponsors and technical partners to deliver on the bottom line.

We assist all our clients to create strategic, high-return, best practice sponsorship to provide a strong, unified vision, across departments and stakeholders, of the broad range of marketing and business objectives that can be achieved through this sponsorship. We also form and maintain strong relationship with players' managers to source the best players. GlobalOne has staged a highly successful and prestigious tournament in Asia – the Maybank Malaysian Open, (2006 – 2015) which is co-sanctioned by the European Tour and the Asian Tour providing the event with Official World Ranking status.

### **The European Tour**

The European Tour is committed to celebrating the game of golf from the origins of the professional game, building a proud history of achievement, sportsmanship and integrity as well as showcasing our diverse global talent and rich landscapes. The European Tour's innovative approach enables us to embrace the world, combining championships of tradition with new tournaments in the cities and countries of the future. The European Tour International Schedule, which from 2009 has incorporated The Race to Dubai, is a thriving global brand which, in 2013, will feature a minimum of 45 tournaments spread across all five continents of the world; the European Challenge Tour focuses on the up and coming players of the future; while the European Senior Tour provides a new start for champions celebrating their 50th birthday. The European Tour's corporate identity features the iconic silhouette image of six-time Open Champion Harry Vardon who gives his name to The Harry Vardon Trophy, presented to the player who is crowned European Tour Number One and winner of The Race to Dubai at the end of the season.

### **Asian Tour**

As the official sanctioning body for professional golf in Asia, the Asian Tour leads the development of golf across the region, enhancing the careers of its members while maintaining a commitment to the integrity of the game. The Asian Tour, through its membership of the International Federation of PGA Tours, is the



only recognised pan-Asian professional golf tour in Asia. This unique feature positions the Asian Tour at the pinnacle of professional golf in Asia; providing its events with Official World Ranking status. Visit us at [www.asiantour.com](http://www.asiantour.com), [www.facebook.com/asiantourgolf](http://www.facebook.com/asiantourgolf), [www.twitter.com/asiantourgolf](http://www.twitter.com/asiantourgolf), [www.youtube.com/theasiantour](http://www.youtube.com/theasiantour) and [www.weibo.com/asiantourgolf](http://www.weibo.com/asiantourgolf).