

NEWS RELEASE

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Students show how it's done at first-ever Think Green Pop-Up Booth by E&O

Sharing their knowledge gained through the community education programme

Penang, 5 February 2015 – One hundred and fifty participating students of Eastern & Oriental Berhad's (E&O) community education programme, Think Green, came together last weekend to play a part in the first-ever Think Green Pop-Up Booth at Straits Quay.

For the past year, participating students from the Think Green programme learned about compost making, garden design and care, building raised beds, growing food, herb appreciation, natural farming, and making DIY planters. At the Think Green Pop-Up Booth today, 40 students from SK Tanjung Tokong proudly took the task of demonstrating to their peers from SK (T) Azad, SK (C) Hun Bin, Tadis Ar-Rasyiddin and the public how to make recycled self-watering planters and propagate herbs.

“The students honed these skills from the monthly lessons and workshops led by Think Green's collaborator, Consumers Association of Penang (CAP), carried out at Straits Green, a 4-acre public park developed and maintained by E&O at Seri Tanjung Pinang. We hope that this programme will nurture their confidence and motivation to make a difference in their community. Being able to take what they have learned at the food garden and sharing it with the public today is a testament that the Think Green programme has planted the seed in their hearts,” said Lyn Chai, Director of Group Corporate Strategy of E&O.

The programme has started to gain traction and is experiencing incremental change towards building eco-consciousness and community spirit. The total number of organic compost bays in the Seri Tanjung Pinang area has increased from two in 2013 to four at the end of 2014. E&O has increased the capacity for organic composting on Straits Green and has supported residents requesting to start compost bays in their neighbourhoods. These compost bays are used to recycle landscape waste.

Moving forward in 2015, the Think Green programme will continue to roll out long-term, focused and meaningful community engagement. E&O is planning to expand the programme this year to secondary schools in Tanjung Bunga and Tanjung Tokong area, with a concentrated focus on nurturing the younger generation.

“E&O’s Think Green programme is truly unique as we are the only developer using a community food garden and organic composting set in an urban context as a means to nurture eco consciousness and community spirit. As part of E&O’s aim to cultivate eco-consciousness and incremental change amongst the younger generation we’ve made the space in Straits Green dedicated to Think Green extremely accessible to surrounding communities and have designed a structured yearlong programme with schools we work with and our collaborators” she added.

At the Think Green Pop-Up Booth, members of CAP’s Natural Farming team were also available to offer tips on organic gardening, propagating herbs and provide tips and materials for the public to learn how to grow their own food.

On another subject, following a successful Literacy Programme supported by E&O for SK Tanjung Tokong, Zawawi Yusop, General Manager of E&O Property (Penang) Sdn Bhd also took the opportunity to hand over a contribution of RM6,210 to the headmaster, Mohd. Alias Bin. Abd. Rahman, who was present at the event. “In its second year now, the Literacy Programme is an ongoing initiative aimed to assist 30 students master basic reading and writing skills, as well as to improve the school’s overall performance. E&O recognises the need to support such initiative as this small-group syllabus allows full attention to students,” he said.

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The E&O Group

Eastern & Oriental Berhad (collectively referred to as 'The E&O Group' or 'E&O') is listed on the Main-Board of Bursa Malaysia and has established itself as a premier lifestyle property developer with a proven track record for delivering innovative concepts and high standards of quality.

The Group's past signature projects include the outstanding **Dua Residency** Condominium in the KL city centre and in upscale Damansara Heights, the **Idamansara** and **Seventy Damansara** exclusive landed homes. In the heart of the KL Central Business District, E&O's **St Mary Residences** and the upcoming **The Mews** Serviced Residence, a joint-venture with Japan's Mitsui Fudosan Residential, represent the latest in urbane and elegant city living. In Greater KL, E&O is embarking on a 135-acre wellness-themed development in **Elmina West**.

The masterplanned seafront development **Seri Tanjung Pinang**, E&O's flagship project in Penang, is one of the most sought-after residential addresses on the island with the exceptional **Quayside and Andaman seafront resort condominiums** being the latest launches.

In Johor, E&O has partnered with the wholly-owned subsidiaries of Khazanah Nasional Berhad and Temasek Holdings (Private) Limited to develop the 207-acre **Avira** wellness-themed development in Medini, Iskandar Malaysia.

Taking the brand to the next level, The Group has successfully ventured overseas with its maiden project **Princes House**, a prime freehold property along Kingsway in central London. Recently, E&O strengthened its international growth engine with the addition of the 1919-built **ESCA House**, another prime freehold property to its cache in Bayswater, London.

E&O's core of property development is supported by a cachet of complementary lifestyle elements. In the hospitality space, E&O is known for its iconic heritage hotels the **Eastern & Oriental Hotel** and the **Lone Pine Hotel**, as well as the contemporary **E&O Residences** Kuala Lumpur. In the lifestyle F&B space, E&O owns **The Delicious Group** of casual dining cafes in Kuala Lumpur. The **Straits Quay** retail centre and marina in Seri Tanjung Pinang bring to life the holistic concept of living by-the-sea complemented by the **Performing Arts Centre of Penang** and **Straits Quay Convention Centre**. Together, these lifestyle elements reinforce E&O's position as a true lifestyle property development Group.

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