

NEWS RELEASE

For Immediate Release

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E&O's Think Green "Occupy" Beach Street

Penang, 31 January 2016 – Some 100 pupils proudly demonstrated how to propagate herbs and make urban garden planters from PVC pipes at the Think Green Pop-Up Booth at Occupy Beach Street here.

The schoolchildren, from SK Tanjung Tokong, SJK(C) Hun Bin and SJK (T) Azad, were participants of the Think Green a community education programme organised by Eastern & Oriental Berhad (E&O) and facilitated by the Consumers' Association of Penang (CAP).

The pupils had earlier honed their urban gardening skills from monthly lessons and workshops held under the Think Green umbrella and were now raring to impart their knowledge to the sizeable crowd who turned up at the Think Green pop-up booth.

The first 200 visitors who came to the booth also got to bring home vertical planters and grow their desired plants such as okra, eggplant, tomato or different types of herbs at their own garden or balcony area.

They were also taught how to prepare soil mixes, choose healthy cuts, plant the cutting and ensure it thrives.

The natural farming team of CAP was also present to offer tips on organic gardening and propagating herbs.

CAP education officer N. V. Subbarow said it was a blessing to see these children being nurtured through the programme.

"They used to be fearful of the earthworms but now, after seeing the seedlings they planted at the community food garden in Straits Green public park grow, they are excited and look forward to attending the workshops.

"Some will even share with us their 'achievements' after growing the plants successfully at home," he said.

E&O group strategy and communications (Penang) senior manager Ann Tan said by bringing Think Green to Occupy Beach Street this year, they hoped to promote the benefits of urban gardening and in the long-run create awareness on "eco-centric" communities.

“The booth serves as a platform for these children to share with public what they have learned with us from the programme to nurture eco-consciousness and community spirit.

“Straits Green, a public park at Seri Tanjung Pinang, is accessible to surrounding communities and is where the ‘fruits of the labour’ from these children’s urban gardening efforts can be seen.

“We will continue to roll out long-term and meaningful community engagements,” she said, adding that the 1.6ha public park is developed and maintained by E&O.

E&O started the Think Green programme three years ago and continues to work closely with CAP and schools in the vicinity of Seri Tanjung Pinang, namely SK Tanjung Tokong, SJK(C) Hun Bin, SJK (T) Azad, Tadis Ar-Rasyidin and SMK Tanjung Bungah.

For the past one year, participating students learned about compost making, garden design and care, building raised beds, growing food, herb appreciation, natural farming, and making DIY planters.

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The E&O Group

The E&O Group (**Eastern & Oriental Berhad**) is a listed company on Bursa Malaysia that has established a reputation as the premier lifestyle property developer of exclusive addresses for the discerning.

In Kuala Lumpur, E&O’s landmark properties include **The Mews**, **St Mary Residences**, **Dua Residency**, **Idamansara** and **Seventy Damansara**, all located in the most prime and prestigious neighbourhoods of the capital city.

In Penang, **Seri Tanjung Pinang** is the island’s first masterplanned seafront development that is now a highly sought-after and thriving community to locals as well as expatriates from over 20 nationalities.

In Johor’s southern development corridor of Iskandar Malaysia, E&O has embarked on **Avira**, a 207-acre wellness-themed development within Medini that has easy accessibility to the Second Link connection to Singapore.

In its expansion overseas, E&O’s international foray into real estate investment and development is focused within prime locations in London, including **Princes House** along Kingsway, **ESCA House** in Bayswater, and a commercial property in **Hammersmith**.

E&O’s leading position as a lifestyle developer is anchored by its niche in luxury hospitality derived from its namesake, the iconic **Easstern & Oriental Hotel**, a cherished heritage landmark in George Town established in 1885. Along the popular beachfront, **Lone Pine Hotel** stands as the only boutique resort on Batu Ferringhi and the Group has further leveraged on its experience and expertise in hospitality management with the opening of **E&O Residences** serviced apartments in Kuala Lumpur.

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