

NEWS RELEASE

For Immediate Release

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Mangrove planting to nurture eco-conscious young children

Penang, 6 August 2016 – Some 100 pupils got into the thick of action by planting mangrove saplings at Sungai Acheh, Nibong Tebal here.

Five hundred saplings from the Rhizophora Apiculata (*bakau minyak*) and Rhizophora Mucronata (*bakau kurap*) species were planted by the young kids within an hour at the mangrove planting site.

The enthusiastic group of children from SK Tanjung Tokong, SJK (T) Azad and SJK (C) Hun Bin were briefed by Universiti Sains Malaysia Centre for Marina and Coastal Studies (CEMACS) senior lecturer Dr Chee Su Yin before they started the session.

This mangrove planting initiative is led by Eastern & Oriental Berhad (E&O) and supported closely by CEMACS, Penang Forestry Department, Penang Inshore Fishermen Welfare Association (PIFWA) and Consumers' Association of Penang (CAP).

E&O is organising this event under the ambit of its Think Green long-term community education programme.

E&O Property (Penang) Sdn Bhd general manager Zawawi Yusop said this event with the students of schools in the Tanjung Tokong area was an extension of the group's mangrove replacement planting effort initiated earlier, on May 23.

"We are very happy to see the responsiveness of the Tanjung Tokong schools towards our mangrove replacement planting initiative.

"We hope that through this exercise, these young school children will gain first-hand awareness of the mangroves and in the long-term, nurture a sense of eco-consciousness among them," said Zawawi.

Zawawi said E&O was grateful to the programme partners who had provided the technical knowledge in briefing the children as well as facilitating the planting process.

The students, teachers and volunteers were later treated to a lunch at the PIFWA office.

Also present to launch the event was Penang Forestry Department (Development) deputy director Yusof Abd Rashid.

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Think Green

Think Green is a long-term community education programme by Eastern & Oriental Berhad aimed at nurturing and inculcating eco-consciousness, healthy living and community spirit through a food garden sited at Straits Green, a 4-acre public park developed and maintained by E&O at Seri Tanjung Pinang, Penang. Initiated in June 2013, the Think Green programme presents an outdoor classroom for local communities to reconnect with nature, with a focus on nurturing the younger generation. Together with its partner, the Consumers' Association of Penang (CAP), E&O has reached out to young students from Tadis Ar-Rasyidin, SK Tanjung Tokong, SKC Hun Bin and SKT Azad through regular educational activities. In 2015, the programme expanded to include activities with secondary school students from SMK Tanjong Bungah. The Think Green programme continues to evolve to ensure long-term, focused and meaningful community engagement.

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 **Eastern & 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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