

## NEWS RELEASE

### For Immediate Release

**Media enquiries:**

Amy Lee – Centre Manager, +6 016 422 5887 / amylee@easternandoriental.com

Sue Ann – Manager A&P, +6 016 430 5030/ chongsa@easternandoriental.com

Kitt Leong – Assistant Manager A&P, +6 012 560 3235 / kittleong@easternandoriental.com

**For Straits Quay's Events Enquiries:**

Straits Quay Information Counter

Tel: +604 899 5228

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## Mooncake baking for a good cause

*Penang, 11 September 2016* – Straits Quay Retail Marina ushered in the Mid-Autumn festival this year with an act of kindness which saw them engaged in the intricacies of mooncake-baking.

The Straits Quay retail team and Parents & Teachers Association (PIBG) of SJK (C) Hun Bin joined efforts to specially make 200 mooncakes from scratch, for the elderly residents of Bethel Home.

The seven-hour effort held at the retail marina also saw shoppers gamely helping out from as early as 11am to get the picture-perfect pastries ready.

Despite the long hours of baking and getting their hands messy, the students, parents, baker wannabees and patrons were rewarded by a sense of fulfillment at the end.

In celebration of the annual Lantern Festival, the communications team of Eastern & Oriental Berhad will be presenting the delicately packed mooncakes and other goodies to the seniors living at Bethel Home on Sept 13.

For more information on fun-filled activities for families, log on to [www.straitsquay.com](http://www.straitsquay.com) or [www.facebook.com/straitsquay](http://www.facebook.com/straitsquay).

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**About Straits Quay**

Straits Quay, developed and run by Eastern & Oriental Berhad, is the first retail marina enclave in Penang, distinctly positioned to bring to life the holistic concept of 'living by the sea'. Set within the fast-growing world-class masterplanned waterfront development of Seri Tanjung Pinang, Straits Quay offers a comprehensive mix of outlets and attractions – from boutiques to bistros, seafood restaurants to seaside cafes, bars to boat rides, a promenade, a performing arts centre and a learning centre.

Coupled with spectacular views of the Andaman Sea at its doorstep and a clear view of the historical George Town skyline, Straits Quay is set to be a must-visit destination for locals and tourists, offering a unique festive marina lifestyle like no other in Penang.



[www.straitsquay.com](http://www.straitsquay.com)

## **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 seafont 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.

[www.easternandoriental.com](http://www.easternandoriental.com)

