

## **NEWS RELEASE**

### **For Immediate Release**

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## **E&O contributes RM200,000 to hang red lanterns for Chinese New Year in Penang**

*Penang, 2 February 2018* – Continuing its longstanding support of culture and arts in the state, Eastern & Oriental Berhad (E&O) is once again proud to sponsor the Chinese New Year festivities in Penang.

To help colour the festive occasion this year, the George Town heritage enclave will be brightly decorated with 8,000 red lanterns strung across several streets during the festive season.

A traditional symbol for luck and prosperity, the lanterns will be on display in Cannon Street, Armenian Street, Jalan Masjid Kapitan Keling, King Street, Church Street, Bishop Street, Light Street, Beach Street and Weld Quay from Feb 6 to March 6.

At the Esplanade, a 4.7-metre high lantern structure will be prominently lit for the public to enjoy.

E&O group corporate strategy director Lyn Chai and E&O group hospitality and lifestyle director Michael Saxon presented a mock cheque for the RM200,000 sponsorship.

"Established in 1885, our heritage E&O Hotel is soon to witness its 133rd Chinese New Year. As always, we would like to thank the people of Penang for their patronage and wish them good health, good luck and prosperity for the year ahead," they said.

At the mock cheque presentation at the E&O Hotel today, Penang Chief Minister Lim Guan Eng, in his speech, thanked E&O for the Group's long-standing contribution to the festive celebration.

"As a Penang heritage icon, the E&O Hotel has been a leading light and landmark for its unique old-world charm and hospitality. It is fitting that the E&O's lanterns are now lighting up the heritage enclave - setting the mood and backdrop for a joyous Chinese New Year.

"I wish to thank E&O for responding to calls for contributions to hang the red lanterns which will definitely put a festive spirit in welcoming the Year of the Dog.

“This celebration is for all Penangites to enjoy, as well as the many visitors to Penang whom we warmly welcome to share in our rich cultural traditions. Come to Penang for an unforgettable Chinese New Year celebration,” he said.

Also present to witness the ceremony were Tanjung MP Ng Wei Aik and Lim’s political secretary Wong Hon Wai .

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### **The E&O Group (东家集团)**

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, the award-winning **Seri Tanjung Pinang (STP)** 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. Reclamation of the second phase of STP started in 2016 and is on-going.

In Johor’s southern development corridor of Iskandar Malaysia, E&O has embarked on **Avira**, a 207-acre development within Bandar Medini Iskandar 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. 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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