

## NEWS RELEASE

### For Immediate Release

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## Think Green through a community food garden

*Penang, 15 February 2014* – Think Green is a community education programme by lifestyle property group Eastern & Oriental Berhad (E&O). It was officiated today by Penang State Executive Councillor and Local Government, Traffic Management and Environment Committee Chairman Yang Berhormat Tuan Chow Kon Yeow, who spearheaded the ‘Cleaner Greener Penang’ initiative which gave rise to this effort by E&O. Joining him at this event were 120 students from three primary schools; SK Tanjong Tokong, SK (C) Hun Bin and SK (T) Azad, each school participated in the pilot Think Green activities held last year.

Think Green aims to build “eco-centric” communities and strengthen community spirit through a community food garden. Located on the Straits Green Park, a public park created by E&O it features a composting bay, a keyhole mulch bed and four raised vegetable beds. Besides that informative education boards are on site to help park users learn how to compost and grow healthy food at home.

A pilot Think Green community education series was carried out with SK Tanjong Tokong, SK (C) Hun Bin and SK (T) Azad between months October 2013 – January 2014. Forty students and two teachers from each school participated in this pilot programme. E&O employee volunteers together with the Natural Farming team from Consumers Association Penang ran interactive activities with the students. Activities included nature observation games, composting activities, germinating seeds and creating recycled DIY herb pots.

“The Think Green site and community education programme creates awareness and encourages active participation by communities towards making better choices for our environment. Such community centric initiatives play an important role in enhancing liveability in Penang.” Said YB Chow Kon Yeow.

The Penang State Executive Councillor also added that Think Green by E&O is not only aligned with the Cleaner, Greener Penang agenda but also inculcates eco-conscious mindsets amongst our future generation in a unique way through a food garden.

Host Zawawi Yusop, General Manager of E&O Property Penang said “The Think Green community education programme will be a green classroom for local communities, partners and employee volunteers to come together and connect us to nature through simple but impactful activities in a food garden.”

“We hope that by teaching the children living nearby the many facets of sustainability through a food garden, E&O can help inculcate a sense of eco-consciousness in the area.

They will play a role in building an eco-conscious community. Building an eco-conscious community will take time. But every community can relate to food, and growing food can create excitement and bring communities together,” said Yusop.

Since the first phase of the site was up, leaves and grass clippings from the Straits Green park have been composted at the food garden and the first batch of herbs and vegetables have taken root.

In 2014, the Think Green initiative will focus on monthly activities with students living in the Tanjong Tokong area. Activities planned with students will include designing and building more food garden elements, growing food together and running DIY workshops. Activities will be carried out jointly with E&O employee volunteers, urban food growing enthusiasts and the Natural Farming team from Consumers Association Penang.

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### **Think Green**

**Think Green** is a community education programme by Eastern & Oriental Berhad under the **E&O A.R.T.** (Action, Reach Out, Transform) community relations programme driven by E&O employees. It aims to build “eco-centric” communities and strengthen community spirit through a community food garden. The programme addresses different facets of sustainability with children living in the Tanjong Tokong, Penang area and meaningful collaborations between local communities, urban food growing enthusiasts, local partners and employee volunteers. It is the first such site on Penang Island.

### **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. Its reputation as a premier luxury lifestyle property developer with a proven track record for delivering innovative concepts and high standards of quality, is built across a series of exclusive addresses in Kuala Lumpur (KL) and Penang Island.

The Group’s past signature projects include the high-end **Dua Residency** Condominium in the KL city centre and **Idamansara** and **Seventy Damansara** exclusive landed homes in upscale Damansara Heights. E&O’s newest completed development in the heart of KL, **St Mary Residences**, is styled after Manhattan’s iconic loft apartments and represents the latest in urbane and elegant city living. On Penang Island, E&O’s masterplanned seafront development **Seri Tanjung Pinang** is one of the most sought-after residential addresses on the island, especially with its latest launch, the **Quayside and Andaman seafront resort condominiums**. The neighbouring **Straits Quay** festive retail marina brings to life the holistic concept of living by-the-sea for residents of Seri Tanjung Pinang.

In Johor, E&O has embarked on a new joint-venture project with the wholly-owned subsidiaries of Khazanah Nasional Berhad and Temasek Holdings (Private) Limited to develop the 210-acre **Avira** wellness-themed development in Medini, Iskandar Malaysia.

E&O’s core of property development is supported by a cachet of complementary lifestyle elements. In the hotel space, E&O is known for its iconic heritage hotels such as the **Eastern & Oriental Hotel** in George Town, Penang and the **Lone Pine Hotel**, the first beach front hotel on Penang’s famed Batu Ferringhi tourist strip. **E&O Residences Kuala Lumpur** in the city’s Golden Triangle represents E&O’s extension of its hospitality expertise into the management of serviced residences. E&O’s business in the lifestyle F&B space is represented via its 100% ownership of **The Delicious Group**, comprising 10 restaurants in Kuala Lumpur, Penang and Singapore. These elements as well as the **Performing Arts Centre of Penang** and **Straits Quay Convention Centre** reinforce E&O’s position as a true lifestyle property development Group.

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