

NEWS RELEASE

For Immediate Release

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E&O celebrates Chinese New Year with Tanjung Tokong folk

Penang, 20 February 2016 – A celebratory mood filled the air as more than 1,500 people thronged the Eastern & Oriental Berhad (E&O) 2016 Chinese New Year Open House at the Straits Green public park here.

Looking resplendent in their *cheongsam* and *samfu*, the staff of E&O were abuzz as they graciously welcomed and ushered guests to their tables under the shade of a huge canopy.

The event saw residents of Seri Tanjung Pinang, members of the Tanjung Tokong community, students from neighbouring schools as well as community leaders exchanging friendly banter while making a beeline for the buffet lines featuring mouth-watering local selections such as curry *kapitan* chicken, *kambing golek*, fried prawns and the staple Chinese New Year cuisine.

E&O's retail and commercial head Emily Teh said the occasion was more than just a fete but a wonderful platform for the community and the people to bond with one another.

"E&O doesn't only build properties. We are also intent on building strong social value within the communities that we operate in. Therefore, it is truly inspiring for us that guests from all walks of life and different ethnic groups are gathered here, mingling like a one big family," she said in her welcome speech.

The highlight of the event was the festival's must-have Prosperity Toss (*yee sang*) led by Bukit Bendera MP Zairil Khir Johari, Tanjung Bungah assemblyman Teh Yee Cheu, representatives of respective publications and E&O department heads.

Complementing the traditional lion dance and dragon dance, a splendid mask-changing show by a seasoned performer had everyone fascinated by his deft moves of literally morphing into different 'faces' to the tune of gripping music.

The crowd was equally mesmerised by a troupe of young entertainers who wowed the audience with their juggling skills with multiple diabolos, also known as the Chinese yoyo.

Students from SJK (C) Hun Bin later took centre stage and captivated the crowd with their graceful dance movements accompanied by a medley of popular Chinese New Year tunes.

Children were taken by surprise when the God of Fortune made his special appearance to greet the guests and distribute gold coin chocolates. The "deity" was a hit with the crowd who

surrounded him for photo opportunities, probably secretly hoping that some of the good fortune would rub-off on them.

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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 **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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