

NEWS RELEASE

For Immediate Release

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Herbs and spices teach children the story of Penang

Penang, 13 July 2016 – Some 20 pupils of SK Tanjung Tokong benefited from the experiential learning exercise of creating an urban garden pop-up filled with herbs and spices, specially designed to symbolise and tell the story of Penang.

The garden, sited at Straits Quay, was set up in conjunction with the George Town World Heritage City Day celebration and forms part of Eastern & Oriental Berhad (E&O) Think Green community education programme.

E&O group strategy and communications senior manager Ann Tan explained the rationale for creating a garden of herbs and spices. “Spices used to be an important commodity when Penang was a vibrant entrepot for different settlers across the globe.”

“These people from distinct and diverse cultures shaped a new and unique Penang that we are seeing now,” she said.

The children had earlier picked up the tips of growing herbs and spices from the Consumers’ Association of Penang at the association’s garden. The plants were then transferred to a planting structure aptly named ‘Growing Heritage’.

‘Growing Heritage’ features an arch made of plywood, PVC pipes and rattan. It also comes with self-watering pipe planters.

“As the children populate the structure with herbs and spices which are common in Penang, they not only learn about the plants but are also taught how these were precious commodities in the Penang of days gone by.

“We also guide them to reflect on the herbs and spices growing side by side, intermingling and stacked in layers representing the vibrant cultural diversity of Penang, a ‘wealth’ that we enjoy to this day,” she said.

‘Growing Heritage’ may be viewed by the public at Straits Quay for three months until Oct 31 and after that, at the Straits Green public park.

[END]

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 Tanjung 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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