

## NEWS RELEASE

### For Immediate Release

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## Young green fingers demonstrate urban gardening flair

*Penang, 20 November 2016* – Some 40 budding growers showed their urban gardening know-how to a sizeable crowd at the Eastern & Oriental Berhad (E&O) Think Green Pop-up Booth, which was set up at the Occupy Beach Street event here.

The students of SK Tanjong Tokong, together with their headmaster Rosli Ahmad and four school teachers, patiently demonstrated tips and methods on tending to vegetable seedlings.

With guidance and assistance from the natural farming team of Consumers' Association of Penang (CAP), the young children also gamely answered visitors' questions on gardening-related matters.

The group had honed their gardening skills from monthly lessons and workshops held under the Think Green umbrella, a long-term community education programme by E&O.

Supported by CAP and Project Occupy Beach Street 2.0, the Think Green Pop-up Booth gradually teemed with excited vegetable-growing enthusiasts who could not wait to bring back their vegetable seedlings and start their very own urban garden at home.

The first 500 participants who liked the "*Think Green by E&O*" Facebook page each took home their preferred seedlings – tomato, eggplant, chilli or okra – together with a bag of compost and gardening manual for reference. The seedlings were planted from seed for the public by Think Green students and CAP.

The Facebook page serves to keep the communities abreast with the upcoming activities and past events by E&O's Think Green.

E&O group strategy and communications (Penang) senior manager Ann Tan said the pop-up booth was a perfect platform for the students to put the skills learned throughout the year to test.

"It is uplifting to see an eco-friendly ethos steadily being nurtured among these young children, the future of our community.

“We are slowly but surely seeing the fruits of our labour and we will continue to roll out such meaningful community engagements under the Think Green umbrella,” she said.

E&O started the Think Green programme three years ago and continues to work closely with CAP and schools in the vicinity of Seri Tanjung Pinang, namely SK Tanjung Tokong, SJK(C) Hun Bin, SJK (T) Azad, Tadis Ar-Rasyidin, and later with SMK Tanjung Bungah and SK Pendidikan Khas Persekutuan Pulau Pinang.

Over the years, participating students learned about compost making, garden design and care, building raised beds, growing food, herb appreciation, urban gardening, natural farming, and making DIY planters.

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### **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 students from Tadis Ar-Rasyidin, SK Tanjung Tokong, SJK (C) Hun Bin and SJK (T) Azad through regular educational activities. In 2015, the programme expanded to include activities with secondary school students from SMK Tanjung Bungah and special children from SK Pendidikan Khas Persekutuan Pulau Pinang. 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, the award-winning **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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