

## **NEWS RELEASE**

### **For Immediate Release**

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## **Shaping up the ‘aerodance’ way**

*Penang, 12 November 2017* – Some 200 energetic participants danced their way to lively chart topping tracks at the Fit & Fun Aerodance By-The-Sea<sup>®</sup> community event here.

The crowd, clad in uniform striking yellow workout t-shirts livened up the serene Sunday morning at the Straits Green public park with their brisk and spirited moves.

Paying close attention to dance steps demonstrated by professional instructors from Penang-based Mansor Mat Fitness Group, the participants, young and old, gave their best to vie for the top 10 most energetic participant awards.

Tanjung Pinang Development Sdn Bhd chief operating officer Mark Schoonheim said the community event was yet another annual ‘tradition’ by Eastern & Oriental Berhad (E&O) to emphasise the importance of a healthy lifestyle.

“The enthusiastic response from our participants over the past two years is evident that such event not only serves as an ideal platform to promote a healthy lifestyle, it also brings people within the Tanjung Tokong vicinity together.

“It is indeed heartening to see people from diverse cultural backgrounds and religions gathering here for the same goal – for a healthier body, mind and soul,” he said.

Schoonheim later presented prizes to the 10 most energetic performers as well as lucky draw prizes to 20 lucky participants. The participants also received a goodie bag containing a breakfast set each.

As an ongoing year-round activity, E&O also organises free dancercise/aerobics sessions for the public at Straits Green public park every Friday, from 6pm to 7pm.

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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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