

NEWS RELEASE

For Immediate Release

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Sweat into better health and shape

Penang, 6 January 2019 – Welcoming the morning sun was lively cheers from participants engaging in a community event Fit & Fun Aerodance By-The-Sea® at Straits Quay.

Organised by premier lifestyle developer Eastern & Oriental Berhad (E&O), the fitness programme saw an enthusiastic crowd of 250 including the local community and expatriates thronging Straits Court as early as 6.30am.

As seamless upbeat Zumba music playing in the background, the participants mirrored the dance steps demonstrated by professional instructors from Mansor Mat Fitness Group closely with the hope of scooping the top 15 Most Energetic Participant awards.

E&O senior general manager Datuk Zawawi Yusop said the aerodance was meaningful as it promoted a local community that is physically, emotionally, spiritually and intellectually-balanced.

“We always need an active mind in decision-making and this can only be obtained through an active lifestyle.

“The values of persistence and vigour we nurture through exercise, the resilient spirit and others are the determining factors in our quest for success in life. With that, it is our hope that all participants will continue exercising not only for yourself but also to encourage the same among your family,” he said.

Bukit Bendera MP Wong Hon Wai, who was present to grace the event, later presented the Most Energetic Participant trophies to 15 selected individuals and another 15 hampers to the luckiest ones.

“Besides promoting our general well-being, exercise can also help to further strengthen the nation’s harmony and unity for sports, athletics and recreation transcend the obstacles of race, nationality, religion, culture and language.

“It can also bring different clusters of the society together through one exercise,” said Wong.

The participants also received a goodie bag containing breakfast set each.

As an ongoing year-round activity, E&O also offers free dancercise 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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