

NEWS RELEASE

For Immediate Release

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Early back-to-school packs for needy children

Penang, 13 November 2019 – A total of 202 students received back-to-school packs for the new school term, courtesy of Eastern & Oriental Berhad (E&O).

Each pack comprises a set of school uniform, shoes, socks and school bag was given away by the premier lifestyle developer for the 5th year as part of its school assistance programme.

The students are from SK TanjungTokong, SJK (T) Azad, SJK (C) Hun Bin, Tadris Ar-Rasyidin, SK Pendidikan Khas Pulau Pinang, SK Convent Pulau Tikus.

Also receiving the school supplies were children of the fishing communities from Tanjung Tokong, Persiaran Gurney and Tanjung Bungah.

Student K. Navina, who has been receiving the aid for the 4th year since primary school, said the school supplies have helped to ease her parents' financial burden.

"I'm the only student in my form whose parents are still working in the fishing industry and I vowed to study hard for a bright future.

"I thought the assistance would end when I entered secondary but to my surprise, I was lucky enough to have E&O continued extending its assistance," said the 14-year-old SMK (P) St George girl.

Equally elated was Muhammad Iman Hanafi Sahifulhafiz, nine, who could not wait to unwrap the school supplies upon receiving them at the E&O Visitor Centre in Straits Quay.

His father Sahifulhafiz Rozali, a Tanjung Bungah fisherfolk, said the school assistance was timely as the sole family breadwinner has been trying hard to make ends meet with his meagre income.

"This is his second year benefiting from the programme. It is also the second year where E&O has continued supplying essential nutritional formulation to my five-year-old son who is suffering from cerebral palsy," he said.

E&O senior general manager Zawawi Yusop said the team has been distributing the school supplies in batches to the respective schools as part of the Group's corporate sustainability effort.

“Education is the fundamental factor that determines the future of our children.

“Every child deserves an equal opportunity to quality education with the proper basics and we hope our small contribution will go a long way to encourage them,” he said after handing out the last batch of school supplies amounting to RM30,000 in total recently.

Also present to witness the handing over was Bukit Bendera MP Wong Hon Wai.

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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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