

NEWS RELEASE

For Immediate Release

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E&O brings joy with back-to-school kits

Penang, 16 December 2020 – Children of fishing communities from Tanjung Tokong, Persiaran Gurney, Paramount and Tanjung Bungah could not contain their joy after receiving back-to-school packs for the new school term.

Courtesy of Eastern & Oriental Berhad (E&O), the children of 25 fishermen were among 130 needy students who benefited from the school provision assistance programme this year.

Each of them received a set of school uniform, a pair of school shoes and socks as well as a new school bag of their choice.

SMK (P) St George student K. Navina, whose father is a fisherman from Paramount, said she was not expecting any assistance this year as many businesses had been affected by the Covid-19 pandemic.

“This year’s contribution really came as a surprise and we are truly grateful as it helps ease my family’s burden,” said the 15-year-old, who is receiving the school supplies for the 5th consecutive year.

Equally elated was Muhammad Adam Iman Zambri Arafat, 11, from the Tanjung Tokong fishermen’s unit who could not wait to unwrap his school kit upon receiving it at the E&O Visitor Centre in Straits Quay here.

“I have not been seeing my friends much this year and I really miss them a lot. I hope we can all return to school as usual soon,” the SK St Xavier Cawangan student said.

Paramount fisherman Neoh Ben Teck, 53, described the provision as a shot in the arm in supporting the family who were struggling to overcome the impact of Covid-19.

His daughter Nydia Neoh Jia Yi, 12 and son Nixon Neoh Jia Jun, six, were the programme recipients.

“It’s such a relief to take the strain of lack of funds off my worries and my children are blessed to be able to still be well prepared before stepping into a new milestone next year,” he said.

Organised for the 7th consecutive year, other students who benefited from the provision assistance were from SK Tanjung Tokong, SJK (T) Azad, SJK (C) Hun Bin, Tadis Ar-Rasyidin, SK Pendidikan Khas Pulau Pinang and SK Convent Pulau Tikus.

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Photo captions:

EO_1: (From bottom) Nixon Neoh Jia Jun, Muhammad Adam Iman Zambri Arafat, S. Harshavarddhan, Nydia Neoh Jia Yi, K. Navina and Nur Hahaj Abdul Latiff happily waving their new school kits to the camera after receiving them at the E&O Visitor Centre in Straits Quay.

EO_2: Nydia Neoh Jia Yi (left) trying to see if the school uniform fits her younger brother Nixon Neoh Jia Jun (middle) while their father Neoh Ben Teck helps to carry their school bags.

EO_3: SK St Xavier Cawangan student Muhamad Adam Iman Zambri Arafat trying on his new school shoes while his mother Faridah Pak Wan Cik watches on.

EO_4: Some of the recipients posing for a group photo with their parents after receiving the school kit from Eastern & Oriental Berhad at the E&O Visitor Centre in Straits Quay here.

The E&O Group (东家集团)

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In Kuala Lumpur, E&O is known for its portfolio of distinctive properties like **The Mews, St Mary Residences, Dua Residency, Idamansara, Seventy Damansara**, as well as the recently unveiled **Conlay** serviced residences, all located in the most prestigious neighbourhoods of the capital city.

In Penang, award-winning **Seri Tanjung Pinang** (STP) is the island’s first masterplanned seafront development. The completed 240-acre first phase is a highly sought-after address to an international community of over 30 nationalities. Going forward, the focus is on the fully reclaimed 253-acre Phase 2A, where infrastructure works are being laid for an innovative and integrated waterfront destination to live, work, play and sail.

To the south in Johor, **Avira** is a residential enclave within Bandar Medini Iskandar, benefitting from easy accessibility to the Second Link connection to Singapore.

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The Group’s leading position as a lifestyle developer is anchored in luxury hospitality by our namesake **Eastern & Oriental Hotel**. Established in 1885, the original grande dame of Southeast Asia’s luxury heritage hotels by the pioneering Sarkies Brothers, is a treasured landmark in the George Town UNESCO World Heritage Site.

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