

NEWS RELEASE

For Immediate Release

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Trick or Treat the traditional way

Penang, 30 October 2016 – 'Knock, knock, trick or treat' shouts echoed throughout the Straits Quay mall as 300 children dressed in quirky costumes embarked on a candy quest after receiving their 'Trick or Treat' passports.

The children quickly befriended each other and together, they solved clues leading them to participating Straits Quay outlets, focused on their mission with 'Trick or Treat' buckets in hand.

The kids were thrilled by the tenants' generous handouts of delectable candies and gleefully thanked the sporting adults for stamping the passports. Many jumped in joy once they gathered a complete set of 32 stamps.

Kids being kids, some of them could not wait and were already munching on the sweets midway through.

The first 100 children who completed their mission for the night were duly rewarded with a mystery gift.

For more information on fun-filled activities for families, log on to www.straitsquay.com or www.facebook.com/straitsquay.

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About Straits Quay

Straits Quay, developed and run by Eastern & Oriental Berhad, is the first retail marina enclave in Penang, distinctly positioned to bring to life the holistic concept of 'living by the sea'. Set within the fast-growing world-class masterplanned waterfront development of Seri Tanjung Pinang, Straits Quay offers a comprehensive mix of outlets and attractions – from boutiques to bistros, seafood restaurants to seaside cafes, bars to boat rides, a promenade, a performing arts centre and a learning centre.

Coupled with spectacular views of the Andaman Sea at its doorstep and a clear view of the historical George Town skyline, Straits Quay is set to be a must-visit destination for locals and tourists, offering a unique festive marina lifestyle like no other in Penang.

www.straitsquay.com



Straits Quay

PENANG'S FIRST SEAFRONT RETAIL MARINA

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, **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.

www.easternandoriental.com

