

NEWS RELEASE

For Immediate Release

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Thousands attend E&O Chinese New Year Open House

Penang, 25 February 2017 – More than 2,000 guests from Tanjung Tokong and neighbouring communities soaked in the festive mood during the Eastern and Oriental Berhad (E&O) 2017 Chinese New Year Open House here.

The crowd started thronging the open house held under the shade of a huge canopy at the Straits Green public park.

Some of them came as early as 10am even before the caterer and hawkers completed their set up.

E&O group project and property investment senior general manager Emily Teh and marketing and sales (Penang) general manager Christina Lau greeted the crowd with mandarin oranges amidst clashing cymbals and resounding gongs of the lion dance troupe.

Clad in brightly coloured attire as well as traditional *cheongsam* and *samfu*, staff of E&O later ushered the guests to the buffet lines featuring mouth-watering local selections.

Various stage performances such as lion dance and 24 seasons drum performances kept the crowd entertained as they were busy making a beeline to the sumptuous buffet spread.

Students from SJK (C) Hun Bin later took centre stage and captivated the crowd with their graceful dance movements accompanied by a medley of popular Chinese New Year, traditional Malay and Indian dance tunes.

E&O marketing and sales (Penang) general manager Christina Lau said in her welcome speech that the group was happy to continue to play host to such a community get-together.

“Chinese New Year is all about the celebration of home, family and friends, and we at E&O are certainly honoured to be hosting more friends from the community every year,” she said.

The highlight of the open house was the customary *Yee Sang* tossing led by MBPP councillor Chris Lee Chun Kit representing Bukit Bendera MP Zairil Khir Johari, representatives from E&O and media publications.

The festive air was further enlivened with the presence of God of Prosperity as young and old alike surrounded the “deity” for photo taking opportunity with the hope of rubbing-off some luck and fortune on them.

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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** 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 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.

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