

Seeding a passion for plants

Home gardening kits for 500 walkers who support hotel's campaign

PENANG Starwalk 2016 participants will get the opportunity to take home goodie bags, each containing a small pot of plant, vermicompost, vegetable seeds and a garden manual.

All they have to do is to take a picture with the E&O Think Green standee at the Eastern & Oriental Berhad (E&O) booth during the event and post it on the Think Green by E&O Facebook page.

E&O group strategy and communications senior manager Ann Tan said the first 500 participants to do so would receive the goodie bags which would also contain E&O's newsletter.

"Once they have shared their photos, they will be given a stamp and taught more about home gardening by volunteers from the Consumers Association of Penang," she added.

E&O is sponsoring RM30,000 in cash for Penang Starwalk 2016 which will be held at the Penang Times Square on Sunday.

It is the second consecutive year the lifestyle property developer has stepped forward as a silver sponsor for the annual event.

Its corporate strategy director Lyn Chai said the company was glad to be associated with one of the biggest sporting events in the northern region for the second year running.

"We are delighted to once again be a part of Starwalk and given the event's immense popularity, it is also an excellent platform for us to reach out to the public with our Think Green community education programme.

"This year, we are collaborating with CAP to set up a booth to educate participants on home gardening in line with the Think Green ethos of inculcating eco-consciousness," she said after presenting a RM30,000 mock cheque to Star Media Group regional operations general manager (north) Simone Liong at the Eastern & Oriental Hotel in George Town recently.

Also present were E&O group hospitality and lifestyle director Michael Saxon, its group strategy and communications community relations manager A. Tharman, Star Media Group senior advertising representative Sandy Kow and Star Media Group senior executive (account servicing) Andy Tan.



(From left) Liong, Chai, Saxon and Ann during the mock cheque presentation ceremony at Eastern & Oriental Hotel in Penang.