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Dream boost for annual event

Developer returns as silver sponsor of Penang Starwalk to promote wellness

By JEREMY TAN
north@the-star.com.my

DEVELOPER Ewein Zenith Sdn Bhd has given this year's Penang Starwalk a boost, returning as a silver sponsor.

The partnership is in line with the green and wholesome living concept of its luxurious City Of Dreams (COD) in Seri Tanjung Pinang near Gurney Drive.

Leon Lee, founder and group CEO of Zeon Properties Sdn Bhd – COD's global exclusive marketer – said he was delighted to continue with the collaboration.

"We believe in promoting health and wellness. Penang Starwalk, which allows the community to engage in an active lifestyle, complements this vision.

"Sporting events like Starwalk are a good opportunity for people today to spend meaningful time away from their gadgets," Lee said.

The company has long supported events organised by Star Media Group.

On its own, it also organises hiking, running and cycling events under the COD banner.

Lee said COD's development is progressing well and currently about 80% complete. Handover is expected in the first-half of 2020.

A gold Green Building Index-compliant project, it will have a trash valet service, food waste processing, management, solar



power and rainwater harvesting systems, as well as a mobile app for facilities management.

But it is best known for having over 80 world-class amenities – some never seen before in a residential development in Penang – spread across a trio of facilities floors covering over 120,000sq ft.

"We're currently sourcing for the latest high-tech health and wellness-related equipment and features to integrate into the development.

"It can be uplifting aromas that stimulate the senses, to mood lighting that leaves you relaxed and calm," Lee said of the project's five-star ambience.

He was joined by City Of Dreams Hotel and Serviced Residences general manager Patrick Ho in handing over the sponsorship to Star Media Group client brand marketing general manager Simone Liang and client brand marketing executive Felicia Wong.



(From left) Ho and Lee, presenting the sponsorship to Liang and Wong.

Ho, who has 32 years' experience in the hotel industry, said future guests will enjoy a stay experience unlike any other.

"We are confident the property will be very much in demand. It will feel like a five-star resort. Stay tuned for details," he teased.

Penang Starwalk 2019 at Gurney Drive is on Sept 22. It is organised by Star Media Group Bhd.

Gurney Paragon Mall is the venue provider while F&N Beverages Marketing Sdn Bhd is the official beverage partner.

Citizen Watches (Malaysia) Sdn Bhd is the official timekeeper.

The event's platinum sponsor is YTL Communications Sdn Bhd, while Tenaga Nasional Bhd is the gold sponsor.

Silver sponsors are Indofood (M) Food Industries Sdn Bhd, Wiltrac Elevator Sdn Bhd, BookDoc, Penang Turf Club and Ewein Zenith Sdn Bhd.

To participate, register online at <http://sites.thestar.com.my/starwalk/> or visit The Star Pitt St in Jalan Masjid Kapitan Keling or Star

Northern Hub in Bayan Lepas from Mondays to Fridays (except public holidays) from 9am to 5pm.

The fee is RM30 per person, and RM20 for students (registration through schools only) and senior citizens aged 60 and above.

Besides a quick-dry T-shirt and goodie bag, participants who complete the walk will also receive a certificate and a chance to win prizes.

Yang di-Pertua Negri Tun Abdul Rahman Abbas is expected to flag off the event.