

PRESS RELEASE – FOR IMMEDIATE RELEASE

CELEBRATING TRADITION AND COMPASSION: PAVILION REIT'S 'CHARITY AT HEART' BRINGS JOY TO SENIOR CITIZENS THIS CHINESE NEW YEAR



A hundred senior citizens from Rumah Charis Old Folks Home (left) and Victory of Elderly Home (right) posing for a group photo with Puan Sri Cindy Lim, Executive Chairman of Pavilion KL amidst Pavilion Kuala Lumpur's 'Dragon Dynasty' decorations at the Centre Court.

KUALA LUMPUR, 9 FEBRUARY 2024 – Every Chinese New Year, kindness and generosity are at the heart of all our festivities – and this year's celebrations are no different. Embracing the spirit of Chinese New Year, Pavilion REIT Malls' commitment to elderly residents in homes across Malaysia is a testament to the company's values of compassion, respect, and the joy of giving.



Puan Sri Cindy Lim, Executive Chairman of Pavilion KL, presenting ang pow packets to the seniors from Victory of Elderly Home and Rumah Charis Old Folks Home (left), and a vibrant Double Lion and Double Dragon performance (right).

As Malaysia's premier shopping destination, **'Charity at Heart'** has always been a part of Pavilion Kuala Lumpur's efforts to connect with communities, aligning closely with its corporate social responsibility (CSR) initiatives. Throughout this Chinese New Year celebration, Pavilion REIT Malls have contributed over RM100,000 in cash and in kind to needy homes and organisations.

"Every festive season, we curate programmes aimed at fulfilling our social responsibility towards the community. This year, we will incorporate stronger ESG values into our malls' campaigns, and we look forward to the support of our shoppers, tenants and business partners in achieving those values," said Dato' Phillip Ho, Chief Executive Officer of Pavilion REIT.



Seniors from Victory of Elderly Home and Rumah Charis Old Folks Home were treated to lunch and a traditional Lou Sang ceremony at Dar Soo Vegetarian Cuisine.

To celebrate this initiative, multicultural drummers of various ages from VR Drumming Academy performed an exhilarating festive drum performance, and a lively Double Lion and Double Dragon dance in vibrant colours was held to entertain the 100 senior citizens from Victory of Elderly Home and Rumah Charis Old Folks Home. Following the celebration, they were treated to lunch and a traditional Lou Sang ceremony at Dar Soo Vegetarian Cuisine. While dining at the restaurant, the guests also had the opportunity to watch a calligraphy master showcasing his skills. The seniors were also gifted with festive bags filled with an assortment of snacks, beverages, and personal care items. This initiative is dedicated to ensuring seniors feel cherished and loved, fostering a sense of community during the festive season.

Since the mall's opening in 2008, Pavilion KL has consistently upheld its **'Charity at Heart'** ethos by dedicating funds and essential resources to support welfare homes nationwide, truly exemplifying the joy of giving.

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About Pavilion Kuala Lumpur

Pavilion Kuala Lumpur is an award-winning, world-class mixed-use urban development located in the heart of Bukit Bintang, the shopping district of Malaysia. Pavilion Kuala Lumpur blends the best of the international and local retail world with over 700 stores and eight themed precincts. This premier shopping destination is a duty-free shopping paradise and the defining authority in fashion, dining and urban leisure. Visit www.pavilion-kl.com for updates on the latest trends, offers and events.

For media enquiries, please contact:

Victoria Brown, Mutant Communications at +601 7606 5662 or victoria@mutant.com.my

Lara Rowena, Public Relations at +603 2118 8231 (ext. 231) or lararowena@pavilion-kl.com