

MEDIA STATEMENT

GEORGE TOWN, PENANG 29th JANUARY 2011

The State's first public-private partnership model which was forged to help green George Town, and to create livable and sustainable neighbourhoods within the city was launched at Lebuhraya Carnarvon by Penang Chief Minister Lim Guan Eng today.

The successful partnership that combines funds, expertise and manpower was spearheaded by a consortium of state and federal agencies led by George Town World Heritage Incorporated, Penang Island Municipal Council (MPPP), Think City Sdn Bhd (TCSB) and the Socio-Economic & Environmental Research Institute (SERI).

The greening of George Town begins with a 'green spine' that was planted along the Lebuhraya Carnarvon over the past two months that will allow pedestrians a more comfortable walking experience from the border of the buffer zone to the core area of the World Heritage Site.

A total of RM101, 604 was spent on the project, with trees worth RM75, 144 sponsored by Khazanah Nasional Berhad through its Corporate Social Responsibility programme. Think City Sdn Bhd, a subsidiary of KNB, secured the funding and the design scheme, while RM26, 460 was funded by MPPP for the purchase of materials and the implementation of the project.

The event today commemorates an important milestone of the Cleaner Greener Penang Initiative that hopes to jumpstart more greening projects within George Town's public spaces via public and private sector partnerships.

The selection of trees planted along Lebuhraya Carnarvon was selected from the 11 species proposed by landscape consultant Sek San Design that was appointed by Think City Sdn Bhd last year. The landscape designer provided his company's services free of charge.

The council began planting 15 trees respectively from the jungle species of *Garcenia cova*, *Sterculiaparvifolia*, *Syzygium syzygoides* and *Sindora coriacea*, that was further enhanced by bougainvilleas and grass along the stretch from December and completed the project this week.

Prior to the implementation of the project, Think City engaged SERI to conduct a public survey along Carnarvon Street in June to garner community feedback on the project to green their neighbourhood.

Out of the 57 households that participated in the survey, 54% said they were willing to contribute either their time or money to make the project a success. Ninety-one

percent agreed that the greening project would help lower the ambient temperature at Lebuh Carnarvon.

The 250-strong crowd who turned up for the launch was entertained by Ombak Muda – contemporary troupe that specialises in revitalizing the traditions of street performance. Think City supported the performance by Ombak Muda as part of its heritage education programme. Ombak Muda presented a short history of Carnarvon Street by using boria, rap, gamelan and percussion.

The 20-minute performance is the culmination of a one month educational workshop where 25 children aged 10 until 19-years-old had been involved in a creative project aimed at promoting an awareness of the green environment and appreciation of heritage.

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About Think City Sdn Bhd

Think City, a wholly-owned subsidiary of Khazanah Nasional Berhad, is the special purpose vehicle set up to implement and manage the George Town Grants Programme (“GTGP”). The GTGP is designed to stimulate urban regeneration and rejuvenation within the George Town World Heritage Site (“WHS”), by encouraging projects that promote inclusiveness and a shared understanding of George Town’s Outstanding Universal Values (“OUVs”) between residents, businesses and visitors alike. This approach is aimed at enhancing the city’s livability and to build social capital over time. The GTGP will be implemented for a period of two years. Information on GTGP projects will be made available on the Think City website (www.thinkcity.com.my).