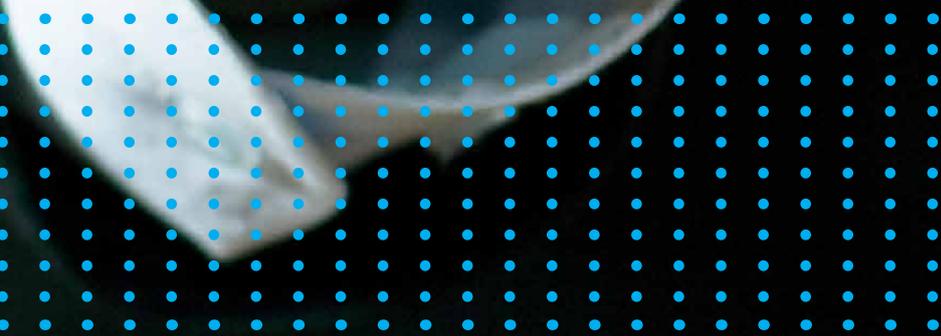


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CITIZEN

Living Life Large



Investing in
Malaysian
Property


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Greetings and a Happy New Year to you!

I sincerely wish that 2015, the year of the Goat, will be a prosperous and successful one for you and your family. Within the property industry, the i-ZEN brand is recognised for its luxury developments and we have built on this reputation by unveiling our sister brand, zenZ in November last year. The zenZ properties are constructed with young people, young professionals, families, students and businesses in mind. Therefore, we have created a logo that reflects this fun and vibrant group and we plan for it to be a market leader in its field. Read more about it in this issue.

Property expert, Adrian Un shares with us his thoughts for what to look out for and why he considers Malaysia to be a sound investment bet. I am particularly pleased to see he has endorsed the two areas of Nilai and Kajang where we have and will have most of our newest property developments. Adrian has been in the property investment business for some 20 years and is well regarded in Malaysia and beyond for his acute insights.

The **Through the Looking Glass** section features a special individual, Professor Dato' Dr Ng Kah Ming who is a classical musician and in fact the only Oxbridge doctor in music from South East Asia. His story and career is an interesting one to read all about.

Last but certainly not least, I am proud to announce that Aloft KL Sentral Hotel won the prestigious FIABCI Malaysian Property Award in the Hotel Category for 2014. FIABCI awards are the "Oscars" equivalent for the property industry which is why I am especially pleased with what we have achieved with the Aloft KL Sentral Hotel.

Until next time, make living life large your number one resolution in 2015!

Lai Voon Hon
 President / CEO
 Ireka Development Management Sdn Bhd

Investing in Malaysian Property Still Makes Good Sense!

Putting your money into bricks and mortar still makes good investment sense, and unless you overexpose yourself, there is financial gain to be made from this exercise. Property investment in Malaysia remained positive in 2014 despite the world economic downturn and despite new changes in property investment in the country for foreign buyers. Although the rate at which property prices are rising is slowing down, mainly due to stricter lending rules, property prices, according to property investment expert, Adrian Un is going to continue to be positive, barring any major global crisis, in 2015.

property market as the vast number of engineers and associated workers employed will be seeking places to live in.

Other developments that will contribute to the economy include the new MRT lines to be announced, development of the new Bandar Malaysia, Menara Warisan, intended to be the tallest single structure in Malaysia and the redevelopment of the old Pudu Prison which is going to be a mixed development project.

Aerial view of Mont' Kiara, Kuala Lumpur



The main reason for this according to Un is because compared to most parts of the World, Malaysia is still achieving GDP growth of 5%. This growth will encourage more investment into Malaysia, as seen by the mushrooming of factories in Iskandar, Johor, invested heavily by Singaporeans. This creates employment for local Malaysians which can only be a good thing for the economy.

The Government's Economic Transformation Programme (launched in 2010 to elevate the country to developed-nation status by 2020) is a reality and no longer just an idea. For example, the extensive MRT works all over the Klang Valley is taking shape and the Tun Razak Exchange which is a 70-acre development in the heart of KL, dedicated to be an international financial and economic hub, promoting Malaysia as a new global economic growth destination is also underway. The proposed high-speed rail link from Kuala Lumpur to Singapore due to start in 2015 is another plus for the

Klang Valley Housing Supply

Un does not accept there is an oversupply of housing in the Klang Valley area. On the contrary, the growing population in this area (expected to grow up to 10 million people by 2020 from the current 7.5 million), the continuing shift of people into the Klang Valley for employment equals buying power.

According to Un, "whether they can afford to buy properties or not is irrelevant. In the last 5 years there has been an unprecedented hike in property prices but income levels have not kept pace with this. I don't know if this will change in the next 5 years but one thing is for sure, there will still be a need for housing. The Malaysian mind set with property is to buy for a roof over our heads but also to have something to pass down to the next generation."



Furthermore, Un foresees there is a demand for every category of housing, whether high-end, mid-range or low-cost. When asked about the benefits of investing in high-end properties in Malaysia there was no hesitation in saying that for foreign investors, Malaysia is the place to invest in.

Reasons to invest in Malaysia:

- No restrictions to purchase multiple properties.
- No high volatility in property prices. These have tended to grow steadily but surely over the last 30 years and historical data supports this.
- Everyone, including foreign buyers are able to buy properties in their own names and the latter can even get financing to purchase properties.

Foreign buyers see a return on their investments and are willing to invest in Malaysia. The Malaysia My Second Home (MM2H)* figures tell a story. According to Government figures, the latest number of families approved for the MM2H Programme is 26,611 (from 2002 until Sept 2014). As of October 2014, China has the highest number of MM2H applicants followed by Japan, Bangladesh, Korea and the UK. Un considers these to be high-net worth individuals who will invest in Malaysian property (several properties, for many of them) at some point during their residency in the country.

In terms of the mid-range property market, particularly in areas like Nilai and Kajang where Ireka have their developments, Un sees a bright future. In Kajang, the

good transport links making central KL accessible and the strong infrastructure is attractive to buyers, as is the upcoming Xiamen University in Nilai which will be a big booster with increased Chinese investors and foreign students requiring accommodation like Ireka's Dwi@Rimbun Kasia development. Properties in these areas will appeal to the 70% of the population for whom this range is comfortably affordable.

Key messages for property buyers:

- Do your research and understand the master plan for the area before agreeing on anything.
- Do your due diligence on the developer and their background before investing. Consider the expertise and financial health of the company, particularly those for whom property development and construction is not their core business.
- Buy only what you can afford and be responsible to yourself and your family.
- Leveraging responsibly is powerful and a successful strategy. In other words, using other people's money to make money for yourself responsibly, i.e. "ensuring that the property either provides an income or appreciates at a rate greater than the cost of the debt."
- Do not see speculation as a dirty word (the reputation of property speculating was tarnished during the US housing collapse with the subprime crisis in 2008). Invest with a long-term mind set and if the price is right, sell up and move on.

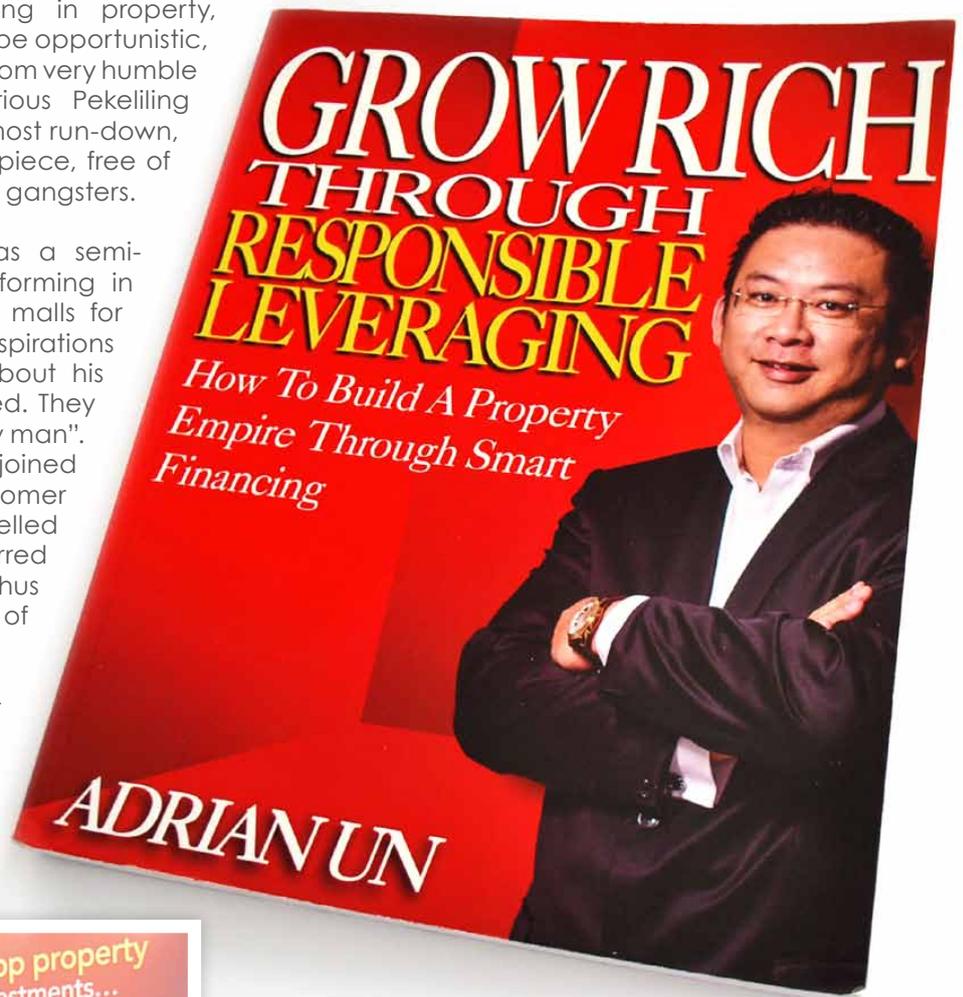
** The MM2H Programme allows foreign nationals and their families to live in Malaysia. It consists of a 10 years renewable multiple entry visa and is regulated by the Malaysian Government. Participants of this Programme are free to simply live in Malaysia or if they like, to invest in assets such as property, company shares, bonds or fixed-deposits. CK-TEN (MM2H) SDN BHD are an agent licensed by the Malaysian Government since 2002 to promote and handle applications for the MM2H Programme. They do not sell properties but CK-TEN (MM2H) SDN BHD and Ireka have recently agreed to work jointly to help foreign buyers to buy properties and to apply to the MM2H programme because they want to live in Malaysia.*

Adrian Un - The Man Himself

Practical and authoritative advice on property investment, with intelligent and easy-to-digest analysis of the Malaysian property market is Adrian Un's trademark. He offers individuals and corporations advice on investing in property, encouraging them to speculate and to be opportunistic, with a healthy dose of realism. Coming from very humble beginnings and living on the notorious Pekeliling housing estate, one of KL's oldest and most run-down, Adrian's ambition was to leave in one piece, free of the prevalent problems of drug use and gangsters.

After school, Adrian's first job was as a semi-professional modern jazz dancer performing in hotels for corporate functions and at malls for shows. This was however not his parents' aspirations for him and when they found out about his dancing career, they were disappointed. They wanted Adrian to be a "9 to 5 Company man". So, armed with a Diploma in IT, Adrian joined the Standard Chartered bank as a customer services representative which he excelled in. After only 6 months he was transferred to become a mortgage sales officer, thus propelling him into the lucrative world of property investing.

Un shares his know-how in his latest book, "Grow Rich Through Responsible Leveraging: How to Build a Property Empire Through Smart Financing"



Another Ireka Concept: Creating A New Brand For Its Latest Developments

After creating the very successful **i-ZEN** brand to cater for the upper target market, Ireka is currently expanding and venturing into a new brand product, **zenZ**. This sister brand to **i-ZEN** includes the properties we are, and will develop, particularly in Nilai and Kajang. The developments are constructed with young people, young professionals, families, students and businesses in mind. Therefore, we have created a logo that reflects this young, fun and vibrant group. The **zenZ** logo is intended to be the iconic and recognizable mark of our new developments and like **i-ZEN**, we plan to build a strong brand awareness around **zenZ** and to be a market leader in its field.

Styled by

zenZ

An  **IREKA** concept

Brand Profile

The hallmark of any **zenZ** property is its dedication to the modern design and practical touches without compromising on style. **zenZ** features effective space allocation as part of every development that allow our owners to live in our homes in comfort and work smart in our commercial developments.

The essence of **zenZ** is embodied in the **5E Principles: ECONOMICAL, EVOLUTIONARY, EFFICIENT, ESSENTIAL, and ECO-CONSCIOUS.**

Economical

zenZ properties are built with affordability in mind, delivering good value to maximise financial benefit for everyone.

Evolutionary

zenZ properties are modern, innovative and designed to bring out the best in meticulous detail, intended to increase livable and working space and functionality.

Efficient

zenZ properties are efficient in size and design, making the most of the spaces available, boasting generous interiors and outside spaces for living and working in comfort.

Essential

zenZ properties strive to incorporate all the basic essential elements required for today's lifestyle, offering security as standard to ensure comfort and peace of mind for all, and where possible, access to transport links for convenience.

Eco-Conscious

zenZ developments respect the environment and will ensure their properties are energy saving by maximising natural sunlight and respecting the surrounding environment through smart green features where possible.

Properties under the zenZ brand:



Kasia Greens

Comprising of 142 freehold terraced homes and 3-storey superlink homes, this development offers modern, sophisticated family living. This development is now sold-out and the target date for vacant possession is in April 2015.



Dwi@Rimbun Kasia

This green-living concept comprises 382 units of medium-rise courtyard apartments and most of these have dual entrances which means the owner can either rent out a room or share the accommodation whilst still maintaining individual privacy.



Rimbun Town Villas

These low-density villas provide a new generation of lifestyle living with security at the forefront.



10 Shopz@Nilai

Great for business and for investment, these prime two and a half storey shops and offices offer multi-functional businesses spaces about 10km of both KL international airports. Ground works and the piling foundation are already complete.



Kajang Residences

This stylish and trendy new urban resort will comprise a mixture of private and serviced residences aimed at the young, cool and hip.

For more information, contact enquiry@i-zen.com.my

Congratulations To Aloft Kuala Lumpur Sentral Hotel For Winning Fiabci Malaysia's Property Award 2014 In The Hotel Category

FIABCI Malaysia's Property Award is recognized as the "Oscars" of the property industry and at a prestigious event where the best of the nation's architects and builders converged for a night of due recognition, Aloft KL Sentral seized the well-deserved winning spot in the Hotel Category. The black tie event was held at the One World Hotel, graced by the Tunku Besar of Seri Menanti, Tunku Ali Redhaudin Ibni Tuanku Muhriz.

Aloft Kuala Lumpur Sentral ('Aloft KL') is a design-led business hotel located in the Central Business District (CBD) of KL Sentral, the biggest transport and transit hub. As well as winning the Malaysia Property Award, Aloft KL Sentral, it has also been ranked Trip Advisor's Top Hotels to stay in Kuala Lumpur in the past 6 months, and has been awarded the Travellers Choice Winner 2014 (Bargain Category). In October 2014, Aloft KL was awarded the Best Short Stay Excellence Award by Malaysia's Expatriate Lifestyle Magazine. It also sets the benchmark for the Aloft brand which belongs to the Starwood Hotels & Resorts Worldwide Inc) in the Asia Pacific region, enhancing the Aloft hotel brand DNA.



The general objective was to build a design-led business hotel that meets the demand for upper mid-tier business hotel category in Kuala Lumpur Sentral. Complementing the other three hotels in the vicinity, all within KL Sentral CBD, Aloft KL offers a refreshing and sassy experience that is entirely internet-enabled to cater to the tech-savvy crowd in this information age.

On receiving the award, Mr Lai Voon Hon, President/CEO of Ireka Development Management Sdn Bhd said, "Winning Malaysia's most prestigious property award makes an important statement about our company and our commitment to design. It represents one of the most reputable accreditations for property developers like us who enjoy creating modern buildings for today's buyers and clients."



Malaysia's Year Of Festivals, 2015

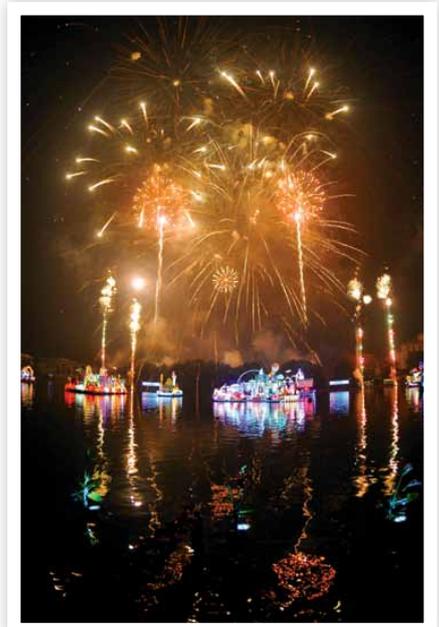
In Issue 30, CiTi-ZEN featured the Ministry of Tourism and Culture's plans behind Visit Malaysia year 2014. Continuing in the footsteps and momentum created by Visit Malaysia Year 2014, the celebrations in 2015 are all about heralding the country's multicultural festivals with various activities and events from all genres to suit the needs of every visitor, young and old.

MyFEST 2015 or Malaysia Year of Festivals 2015 is all about promoting Malaysia as a preferred destination for tourists through celebration of the country's heritage, traditions and culture because Malaysia is unique in being blessed with bountiful and diverse cultures from its many races. The idea is to encourage tourists to stay longer in Malaysia to experience its various festivities and not just to use Malaysia as a stop-over destination.

MyFest 2015 aims to attract 29.4 million tourist arrivals and generate RM89 billion in tourist receipts. This campaign is all part of the Malaysia Tourism Transformation Plan (MTTP) 2020 which has set itself a target of 36 million tourist arrivals and RM168 billion in tourism receipts by 2020.

The year-long celebrations will include cultural festivals, shopping extravaganzas, eco-tourism events, arts, music, food promotions and many other events, perhaps which is why it is themed, "Endless Celebrations".

For more information, please visit www.motac.gov.my.



Through The Looking Glass.....

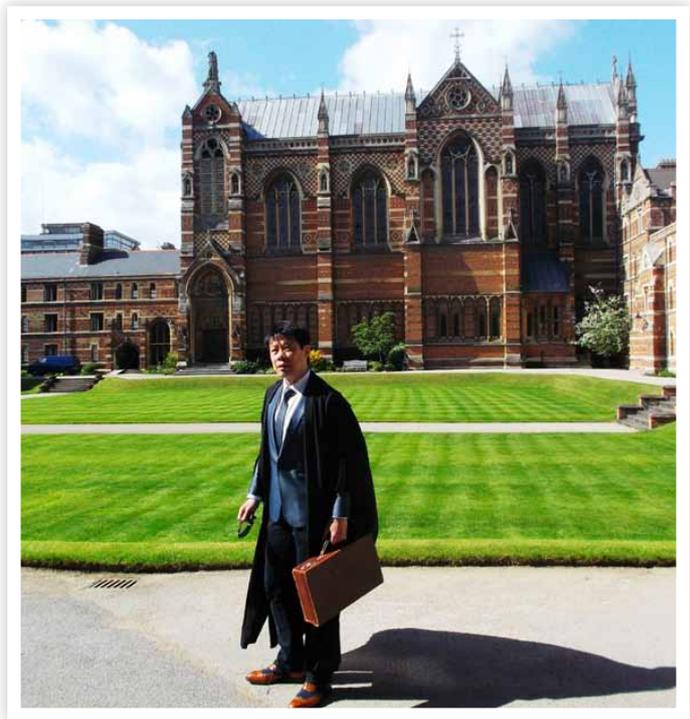
This section features special people who have something to say and who definitely know how to live life large!

Yg. Bhg. Professor Dato' Dr Ng Kah-Ming - A Malaysian Classic!

Fiercely proud of his Selangor pedigree, Professor Dato' Dr Ng Kah-Ming is one of Malaysia's gems, now part of the country's famous international superstars like Jimmy Choo or Michelle Yeoh. Today, Kah-Ming lives in Oxford, England where he tours all over the world with his Baroque ensemble, Charivari Agréable, for which he is musical director and harpsichordist, and described by UK newspaper, The Observer as, "one of the classiest Baroque bands."

Interestingly, his route to musical fame was not a conventional one because after school in Petaling Jaya, he studied Civil Engineering at Monash University, Melbourne and then came back to Kuala Lumpur (KL) to work in an engineering firm designing improved drainage methods. This was clearly not enough inspiration and so he quit this job as a consultant engineer to take up a full-time position as Music Master at Alice Smith International School, KL. At the same time, he founded a Baroque choir that played to concerts around KL, including the famous Carcosa Hotel for the Austrian Ambassador and it was this that caught the attention of funding bodies that would later provide his music scholarships to Frankfurt, Germany and then to Oxford, England.

Kah-Ming's musical career kicked off in Frankfurt where he studied the harpsichord as well as period instrument performance at the Musikhochschule and then in 1991 began a second scholarship at the



London Guildhall School of Drama followed by a move to Oxford where he did both his Masters and Doctorate in music. He is in fact the only Oxbridge doctor in music from South East Asia, which is no mean feat!



After 2 years as an Oxford Don, Kah-Ming decided to take his Baroque band, Charivari Agréable (www.charivari.co.uk) to new heights, having won the Early Music Network competition in 1993. Now, on their 22nd CD, the band performs at 40 concerts a year. Last summer alone, they did 22 concerts around England and Europe in 7 weeks, a busy season by anyone's standards. One of the highlights for them is the early music festival in the summer in Oxford, which they started and is now a feature in the local calendar, called The Charivari Agréable Early Music by Candlelight Summer Festival.

Asked about why Baroque music, Kah-Ming simply says, "it strikes straight at the core of my being. There is stimulation and solace to be found in the music and as an engineer, the mathematics of the music appeals to my brain – the numbers and proportions, all deliberately breaking symmetrical boundaries giving Baroque music its fusion." He still does endless research into this musical genre, because he wants to put a new stamp on his concerts and to continue carving his own niche in Baroque music. He says, "There is no point in recording anything if there isn't anything new or interesting to say. If it has been done before, then say it differently. Even with old music, it is still OK to be new."



Photo courtesy of Malaysia Tatler



It is this trademark for hard work that has earned Kah-Ming a place in the music annals because he has written two substantial entries on French and English Baroque ornamentation for the authoritative and definitive New Grove Dictionary of Music and Musicians. "It is an amazing feeling to be quoted by undergraduate music students all over the world."

Today, speaking fluent German, Castilian Spanish and with his BBC English accent, this famous Malaysian takes himself all over the world playing for royalty, the aristocracy, statesmen and pop groups, like Duran Duran. In fact, they booked him four times to play for their private parties! I caught him when he was in town giving pro bono choral master classes in Penang and KL. This Malaysian straddles both continents effortlessly. However, there is definitely no mistaking Kah Ming's Malaysian roots because he also speaks fluent Chinese and Malay; and passes the ultimate test – he is passionate about eating durians!!

Henry Butcher Art Auctioneers Offers Artists a Platform to Flourish

The Art of Fine Living is indeed award-winning SENI Mont' Kiara's imprimatur. This condo development is unusual in having an art gallery as integral to its development. The SENI Gallery, occupying over 3,500 square foot of dual level space, has always played an important part in providing a platform for Malaysian and burgeoning artists to develop their talent. Since March 2014, Henry Butcher Art Auctioneers, Malaysia's pioneering and one of Southeast Asia's leading



fine art auction house specialising in Malaysian and Southeast Asian Art has made SENI Gallery its home. Curate hosts ongoing curated programme of exhibitions presenting important and exciting modern and contemporary artists.

Curate strives to expose the local audience to art from around the world by collaborating with regional and international institutions, to promote Malaysian Art to international platforms. Its ART TRIO series presents hidden gems from prominent private and corporate collections, providing collectors and art enthusiasts rare opportunities to witness cultural treasures that have not been in the public eye.

Apart from exhibitions, a series of public art programmes which include talks, children's events and workshops are organised to educate the public on various issues pertaining to art such as appreciation, collecting, framing, conservation, restoration, display and many more.

"We continuously strive to position ourselves differently in the growing Malaysian art market. The conception of Curate is an agency for this goal." – Mr. Lim Eng Chong, Director of Henry Butcher Art Auctioneers

Services

Curate provides valuation and appraisal services for Malaysian and Southeast Asian artworks and conduct private sales for collectors who wish to acquire specially sourced pieces in confidence.

Its team of specialists conducts research in a wide range of topics relating to Malaysian and Southeast Asian art prior to organising specially programmed event such as exhibitions and art forums to achieve quality deliverance.

The Team

Curate consists of creative individuals who make up an effective and dynamic team. The team of young professionals at Curate is committed in presenting the best of art to the public. Dedicated to inspire the general public with art knowledge, the passionate team of five works either independently in their specialised fields or together to achieve optimal results.

Future Events

EXHIBITIONS

- + Private Selling and Solo Exhibition of Renowned Abstract Artist HOE SAY YONG (March 2015)
- + Malaysian and Southeast Asian Art Auction Preview (April 2015)
- + Nyonyaware Auction Preview (July 2015)

For more information visit www.hbart.com.my or www.curate.com.my

1 Mont' Kiara Continues To Welcome More New Tenants



To cater to the ever growing demand for health and beauty, another 1 Mont Kiara anchor, Fitness First Platinum have expanded their club, where club members can expect a bigger and better experience for working out. Moreover, 1 Mont Kiara also has more health and beauty outlets opening such as TCM Acupuncture Clinic for alternative healing and Woman Z World, specialist in grooming and body hair removal.



1 Mont' Kiara, the newly revitalized mall unveiled its new design and has an exciting new line of tenants ranging from the well-loved and renowned brands to boutiques and restaurants – all with the aim of bringing life closer to the residents of Mont' Kiara.

Positioned as an upscale retail destination, the mall is anchored with H&M, the Swedish fashion retailer. In addition to this, Birkenstock and Pandora along with fashion boutiques Feathers Boutique, La Ciel De Vicky, High Street Fashion Label, Bo-Bou.com have also joined in to provide an array of today's trends in clothes, shoes and accessories. Continuing the improvements, there are more additions to the luxury home furnishing lines, namely Stanzo Collection, Stoolicious, Lazy Life Paris and coming soon, Lusso Icona. All four brands provide stylish and modern home furnishings and decor for complete urban living.

In line with Mont Kiara as the international residential address, a myriad of Asian and Western restaurateurs have joined in the mall. These include, Kodawari Menya, a well-known Japanese authentic Udon restaurant with ingredients specially flown in from Kagawa, Japan, Menya Kamikaze with its thick and tasty broth for ramen, The Barn with its tapas and fine selection of wines and LaHagen for everyday Western meals. To complement these eateries is Taps Beer Bar, hailed as one of the CNN Asia's best beer bars 2014, and Hong Kong's most favorite café, Pacific Coffee also opened their doors at the Ground Floor promenade.

We are delighted to welcome back the ever popular iStore shop back to the Ground Floor with its latest array of Apple gadgets and products.

As we enter 2015 we celebrate Chinese New Year which starts from mid-January. Look out for exciting cultural experiences on offer and share with us the traditions of Chinese New Year with performances, Lion Dances, and the general festivities that mark Chinese New Year as a vibrant and exciting time of celebration. There will also be fun and creative workshops for the children and exclusive gift redemptions.

The revitalized 1 Mont' Kiara mall will stand out in the neighborhood with its refreshing architecture, unique offerings and the compliments of the New Year, creating a stylish retail niche to complement the international and upscale neighbourhood of Mont' Kiara.

KOPITIAM NEWS!

The i-ZEN & zenZ Community Page

Developing Your Child's Creativity in 1MK Mall

Most children are naturally physically active and love to move around. There is enough research to show that healthy, physically active children are also more likely to be academically motivated, alert, and successful. Parents no longer have to worry about where to take their children to be active because there are plenty of opportunities locally to suit every child with their varying interests.



SuperCamp is a safe forum for teenage children to enhance their academic, leadership, communication and other essential life skills for achievement and success in the 21st century. This American programme has caught on in Malaysia and the children get to experience activities that empower them to take the risk of moving out of their comfort zones, solving relationship conflict or valuable communications skills through workshops and camps where learning is deliberately organized to be fun! For more information, contact Quantum Education Sdn Bhd (subsidiary of Taylor's Education Group) on 03 6203 0525 or visit their website at www.supercamp.com.my

For the younger children, there are activities that are equally fun :



BlokSpace situated on Level 2 of 1MK Mall provides supervised hours of fun for children between the ages of 5 – 14 to develop their creativity assembling LEGO blocks and playing DJECO puzzles. There are even weekly Jongyi classes for children to learn the art of Korean origami. Parents can leave their children in the safe hands of the teachers and carers whilst they shop or just have some time to themselves. (Call 012 641 5651 for more information)

Noriter is the latest addition to the 1MK Mall coffee shops but Noriter, which means "playground"



in Korean is different because it is aimed at parents and their babies. This haven provides parents with the opportunity to have a bite, including Korean specialities, have coffee and catch up with each other, whilst their children play safely in the adjoining playarea. Noriter is situated at Level 3. (Call 010 295 3099 for more information)



Level 3 is also home to **Young Explorer** where children can exercise at the child-friendly gym and adventure maze to their hearts' content. Young Explorer consists of a Gymnastics gym, a Montessori Playgroup, and an Adventure Maze covering an 8,000 square feet, thus giving children between 2 – 6 years plenty of room to explore, play, jump, and most importantly, have fun. (Call 03 6411 0288 for more information)

Kindermusik@Mont'Kiara offers music and movement classes for babies, toddlers and older children, all intended to nurture young



children's development, including their musical development. Kindermusik does more than helping children develop their lifelong love for music, they also develop language, social, emotional and physical skills through music. In a Kindermusik class, guided by expert Educators, the children will explore songs, stories, recordings of many musical genres, instruments, props, and so much more. (Call 016 279 1368 for more information)



Bambini & Casa Montessori offers childcare and learning facilities to pre-school children. With plans to incorporate the first Japanese Montessori classroom in Malaysia, Bambini & Casa Montessori positions itself as a premium and nursery full-service kindergarten, preparing children for primary school with its localised curriculum. (Call 012 236 7771 for more information)



Enjoying Some Christmas Cheer Together!

An excellent turnout of volunteers at IREKA CARES' last event of the year on Saturday, 6 December, 2014 meant that spending time with 32 children from Rumah Hope, Petaling Jaya and Lighthouse Children's Welfare Home, Bangsar was a big success.

The children and volunteers enjoyed themselves bowling, swimming and playing badminton at the Bukit Kiara Equestrian and Country Club, Jalan Damansara. This monthly event at the Club which started in October 2014 is befitting of IREKA CARES' Sports theme for its fifth and final year.

The idea is to provide underprivileged children with the opportunity to participate in different sports activities every month with the direct involvement of the volunteers who supervise the children's safety and provide coaching to them. The end of the year in September 2015 will be capped off with a grand finale competition between the children.

The party atmosphere continued at a local KFC outlet (as requested by the children) which volunteers decorated to get everyone into the festive spirit. This was actually not difficult to achieve, and the noise levels in the restaurant from the children and volunteers alike were testament to this.

We had presents for each of the children with funds raised from many colleagues across the organization. Games were played and Christmas songs were sung before we all headed home feeling happy, satisfied with a good day's outing and very full!

Datuk Lai Foot Kong, IREKA CARES' Steering Committee Chairman said, ***"It is a delight to see such joy on the children's faces and I am proud that we have the opportunity to provide enjoyment for the children over a period of a year rather than just having a one-off event. I am especially grateful to Ireka's volunteers who give up their time so generously to plan for each event to ensure that everyone has fun and to look after the children so lovingly. I am really looking forward to more of the same in 2015!"***



1. IREKA CARES volunteers Chong Kam Wah (in white) and Frankie Heng (in red) conducting a stretching session with the children before the badminton training.
2. Volunteer Mohd Yacoob (in black top) leads the children in the warming up exercise.
3. Volunteer Eric Cheong giving a hand to the children at the swimming pool practice.
4. A fun bowling session with the children at the Bukit Kiara Equestrian and Country Club.
5. Photography session with the children after a scrumptious meal and gift-exchange.
6. Group photography of the IREKA CARES volunteers and children from Rumah Hope and Lighthouse Children's Welfare Home.

i-ZEN Privileges

It's Our Privilege!

Your i-ZEN Privilege card is just that! It entitles you to enjoy an exciting range of benefits and discounts from our many participating merchants because you deserve it. Our exciting partnership with the merchants mean that you can experience exclusive offers that are just right for you and your family.

Whether you are looking for gift ideas, beautiful accessories, gourmet food, hotel stays or just a pamper session, your i-ZEN Privilege card is welcome in any of the outlets below and there is no expiry date as we believe your benefits should be timeless! Just show them your card and enjoy the discount privileges today.

For more information on your i-ZEN Privilege card, contact Rene Anthony, Customer Relations on +603 6411 6388 (ext. 6887) or email to enquiry@i-ZEN.com.my



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Scan this with your QR code application or visit www.i-zen.com.my/privileges.htm for more information on the full member privileges available in year 2014/15



The i-ZEN Privilege Card gives you access to exclusive offers at your favourite spots.

SHOPPING

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PANDORA
UNFORGETTABLE MOMENTS



TRAVEL



BEAUTY & WELLNESS

Jurlique

SOTHYS
PARIS

Leng's Clinic
Medical Cosmetic Services

ACCOMMODATION

aloft
A VISION OF W HOTELS

FOUR POINTS
BY SHERATON
Sandakan

HOME & DECOR

onehygienic
We Don't Just Clean. We Sanitise.

Slumberland

FELLA
DESIGN

Alpha removals

AFFORDABLY COMFORTABLE

zaira

dtouch
LIVING CONCEPT



DINING

Coffee club
a cup above the rest

TONY ROMA'S
RIBS · SEAFOOD · STEAKS
THE CURVE, MUTIARA DAMANSARA

Café Berlin
FINE BAKERY



EDUCATION

supercamp®
Raising grades, confidence, and motivation

Keep an eye out for more lifestyle brands in our forthcoming issues.