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## NEWS RELEASE

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FOR IMMEDIATE RELEASE

### **SUNSURIA CITY FEST GIVES THOUSANDS A TASTE OF HEALTHY, SUSTAINABLE LIVING**

KUALA LUMPUR: Sunsuria Berhad (“Sunsuria”) marked the grand opening of its Sunsuria City Celebration Centre in spectacular fashion, feting over 5,000 visitors at its inaugural *Sunsuria City Fest* over the weekend, 22<sup>nd</sup> April – 23<sup>rd</sup> April 2017.

Sunsuria City’s new Celebration Centre includes its brand-new sales gallery and Celebration Plaza event hosting venue, where residents and visitors can find out more about the concept and values of Sunsuria City and Xiamen University Malaysia, China’s first overseas university.

Chairman of Malaysia-China Business Council, Tan Sri Ong Ka Ting, who officiated the launch, lauded the township’s concept. “Sunsuria City’s approach to bring together sustainable living and an educational hub like Xiamen University Malaysia in one integrated township is both groundbreaking and commendable. I am certain that it will set a precedent for future developments in Malaysia.”

Held on the grounds of the 525-acre township, the ‘Food, Music and Art’ themed festival reflected Sunsuria City’s identity as a cultural and education hub, built on its ‘Smart, Livable and Sustainable’ core values.

Sunsuria’s Executive Chairman Datuk Ter Leong Yap thanked visitors for joining in the *Sunsuria City Fest* celebrations. He said, “It gives us immense pleasure to celebrate this milestone by fostering togetherness with the community. We hope that through *Sunsuria City Fest*, everyone will be able to experience the highly livable, sustainable and connected lifestyle available at Sunsuria City.”

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## **Celebrate life in a lifestyle hub**

Celebration Centre is a revolutionary concept that aims to bring people together in an interactive space laden with communal features such as a festivities arena, a sensory garden and an alfresco dining deck. The concept of Celebration Centre came together when Sunsuria engaged with Cynthia Nikitin, Senior Vice President of Project for Public Spaces (PPS) from New York, a nonprofit planning, design and educational organization dedicated to helping people create and sustain public spaces that build stronger communities.

## **An active, healthy and connected lifestyle**

In promoting an active lifestyle, *Sunsuria City Fest* encouraged families, couples and friends to freely walk and explore its beautiful streetscapes laden with food trucks, captivating art showcases and exhibitions and live entertainment performances by Fish Leong, Sheila Majid, Ah Niu, Dennis Lau, Juwei, Korean boyband Block B Bastarz, Reza Salleh, and many others.

Prioritizing green transport, visitors were encouraged to ride the Express Rail Link that connected directly to Sunsuria City via Salak Tinggi or take advantage of Sunsuria's exclusive Uber promo code to carpool.

Sunsuria City aims to be a full-fledged transit-oriented development that links its entire township to Xiamen University Malaysia and greater KL city center.

## **Drawing nature closer to people**

Beyond its active spaces, Sunsuria City's green landscapes also relieved density and drew an appreciation for nature.

Fun-filled activities such as 3D floor art and street performances at the lush Sunsuria Le'Park coupled with the Circle of Colours at the serene Symphony Lake gave families respite from the busyness of daily life.

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## **Launching of Bell Suites SOHO & Serviced Apartments**

In conjunction with *Sunsuria City Fest*, Sunsuria also announced the launch of its Bell Suites SOHO and serviced apartments. Named after American inventor Alexander Graham Bell, the development includes 478 units between 450sqf to 970sqf in size.

Located strategically facing Xiamen University Malaysia's campus, Bell Suites and Bell Avenue were designed to promote limitless innovation and creativity combining smart retail space and urban living.

### **More to come**

Further upcoming launches in Sunsuria City include the three-parcel Monet Residences landed residential development. Inspired by 19<sup>th</sup> century French artist Claude Monet's amazing story of "Monet at Giverny", the Monet Lily and Monet Springtime double-storey terrace houses and Monet Garden townhouses express a similar desire to create livable homes for its residents.

A truly integrated township, Sunsuria City will also house a premium shopping outlet (Horizon Village Outlets), the themed Korean Provence Village, as well as mix commercial development to present truly inspired living experiences.

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## **ABOUT SUNSURIA BERHAD**

The roots of Sunsuria Group dates back to 1989, when its founder and owner, Datuk Ter Leong Yap, started to develop various residential, commercial and industrial property projects within Klang Valley. Today, Sunsuria has grown into a multi-faceted and well established property developer, delivering innovative, high quality properties in Malaysia.

Recently, Sunsuria has embarked on a 525-acre flagship development located at Salak Tinggi, Putrajaya South with the name of "Sunsuria City". It is a freehold

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integrated township that will become the new international landmark with Xiamen University Malaysia, the first overseas campus of Chinese university, and international premium shopping outlet (Horizon Village Outlets) within its vicinity.

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