

REAL SPACES

YOUR PROPERTY GUIDE ON FRIDAYS

No more free ride
for defaulters!

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By Gunaprasath Bupalan

ACCORDING to the National Health and Morbidity Survey (NHMS), an estimated five million Malaysians are smokers. 50 per cent of the smokers are above the age of 30, 40 per cent are above the age of 19, and the remaining 10 per cent are below 19 years of age. Four out of 10 or 7.6 million adults are exposed to second-hand smoke inside their houses, four out of 10 or 2.3 million adults at workplaces, and seven out of 10 or 8.6 million adults at public places such as restaurants.

The numbers get even scarier as it was reported by the World Health Organisation (WHO) that about 600,000 people die every year from exposure to second-hand or passive smoking. If that doesn't scare you enough, out of these 600,000 people, 28 per cent are children.

Doing their part to society, Sunway Group aims to make Sunway City a smoke-free city in 2018, where all Sunway-owned premises will be smoke-free. Sunway Group's stop smoking initiatives began in 2013 and is a five-year plan consisting 3 phases (Knowing It — Advocating It — Living It) to culminate in making Sunway City a smoke-free city in 2018.

Sunway City has transformed from a tin-mining wasteland into Malaysia's first fully integrated green township as accredited by Green Building Index, and the nation's first low-carbon city as awarded by the Malaysian Institute of Planners. Sunway City is the first smart sustainable city in Malaysia driven by a private corporation.

May 9, 2017 marked another pin in Sunway Group's calendar as Sunway Real Estate Investment Trust (Sunway REIT), one of the largest retail-focused real estate investment trusts (REIT) in Malaysia,



Artists Kenji Chai, Caryn Koh and Louise Low with CEO of Sunway REIT, Dato' Jeffrey Ng; CEO of Sunway Shopping Malls, HC Chan; and COO of Sunway Shopping Malls, Kevin Tan at the Clean Air : A Smoke-Free Environment launch in Sunway Pyramid.

Smoke-free by 2018

Sunway REIT launches the "Clean Air - A Smoke Free Environment Campaign".

launched its community sustainability campaign, "Clean Air — A Smoke Free Environment Project" at Sunway REIT's flagship asset, Sunway Pyramid Shopping Mall.

"We would like to encourage the public

to come join us in this journey to make Sunway City Malaysia's first sustainable and smoke-free city by 2018 where all Sunway-owned premises within the township will be declared smoke-free", said CEO of Sunway REIT, Dato' Jeffrey Ng Tion Lip.

As part of the effort, three local artists who have been internationally recognised for their murals and installations, Kenji Chai, Caryn Koh and Louise Low, came together to support the campaign as well as to create public awareness on smoking hazards. Each of them put their imaginations to work and created wall murals, which uniquely expressed their hopes and wishes for cleaner air on three exterior walls around Sunway Pyramid.

"We hope that the beauty of these masterpieces will discourage smoking in those areas and inspire our community to help us clear the air of cigarette-smoke for the 20,000 people including 40,000 students, who reside within the city", added Ng.

Besides being inspired by the art pieces, the campaign also invites active participants from the public to make pledges on a microsite — www.sunwaycleanairproject.com. The first 400 participants will receive 500 Sunway Pals points.

During the campaign duration, May 8, 2017 to June 30, 2018, Sunway Medical Centre and Johnson and Johnson invite members of the public to sign up for the fully sponsored Sunway REIT Smoking Cessation Programme. Participants will receive free active behavioural counselling by Sunway Medical Centre's professionals who are committed to bring participants through their smoking cessation journey. The pilot run of the project is open to 250 participants.

From May 8 to May 14, 2017, as a kick-starter for the first week, Sunway REIT will also be conducting various activities for the public at LG2 Orange Avenue, Sunway Pyramid Shopping Mall. These activities include complimentary consultation for a smoking cessation programme and 'smokerlyzer' tests.

Sunway Pyramid patrons are also encouraged to take photos at the specially designated photo booth as a souvenir and experience the murals for themselves, capturing and sharing these masterpieces on social media with the hashtag #cleanairproject and #sunwayforgood. Every pledge and hashtag makes a difference as it counts in helping to spread the awareness.



L-R Influencers Khir Khalid and Deborah Henry with CEO of Sunway REIT, Dato' Jeffrey Ng; artist, Caryn Koh; CEO of Sunway Shopping Malls, HC Chan; and COO of Sunway Shopping Malls, Kevin Tan and Sunway REIT Senior Manager, Investor Relations, Crystal Teh in a wifie moment backdropped against Caryn Koh's masterpiece, titled "Bloom" in Sunway Pyramid.