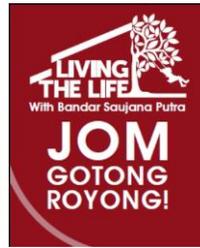


LBS RALLIES BSP RESIDENTS FOR COMMUNITY CLEAN-UP

Dates: 24 Jun, 2014



For Immediate Release

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Bandar Saujana Putra Residents and LBS Staff Team Up for Jom Gotong-Royong!

Petaling Jaya, 24 June 2014 – Armed with the aim of promoting balanced community living, Bandar Saujana Putra residents from all ages and all walks of life came out in full force to take part in the *Jom Gotong-Royong!* initiative hosted by property developer, LBS Bina Group Berhad (LBS).



Jom Gotong-Royong! Residents from all walks of life and LBS staff joined forces to clean up Bandar Saujana Putra.



LBS Bina Group Berhad Executive Director, Cynthia Lim distributing refreshing drinks to Bandar Saujana Putra residents during the *Jom Gotong-Royong!* initiative.

Explaining the initiative, which is part of an annual community effort by LBS, aptly named ‘Living the Life with BSP’, Managing Director, Dato’ Sri Lim Hock San said, “LBS is passionate about building communities. Over the years, we have initiated and participated in various corporate social responsibility activities in the communities that we build and serve. In addition to giving residents a sense of pride about their neighbourhood, this *Jom Gotong-Royong!* initiative also serves to foster stronger community ties.”

The *Jom Gotong-Royong!* also received support from three esteemed banks, namely Kuwait Finance House, Maybank and OCBC. A refreshment truck was arranged to drive around the six different zones. Executive Director, Cynthia Lim helped to distribute isotonic drinks to BSP residents and LBS staff were cleaning up the township under the hot sun.

“I am very pleased with the overwhelming response from the residents of Bandar Saujana Putra who volunteered to clean up and improve the environment for the comfort of the entire community here. This successful *Jom Gotong-Royong!* initiative is also very timely as it creates a cleaner environment in time to usher in the holy month of Ramadhan. We hope the BSP community will be able to sustain the momentum of this initiative to ensure long-term cleanliness and hygiene of the township,” Dato’ Sri Lim added.



Bandar Saujana Putra residents were in high spirits as they worked together to spruce up their neighbourhood.



(left to right) LBS Bina Group Berhad Executive Director, Cynthia Lim, with the winners of the 'We are Wefie Champion' photo competition.

To add an element of fun to the *Jom Gotong-Royong!*, LBS organised a group selfie photo contest called, 'We are Wefie Champion' for the participating residents. A cash prize of RM500 was awarded to zone 6

for submitting the most creative photograph which captured the true spirit of *gotong-royong*. Zone 3 won a consolation prize worth RM100.