



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **UMLand Seri Alam Celebrates the Lunar New Year with the launch of Block B Amber Heights**

**JOHOR BAHRU, 08 February 2020** – The Chinese Lunar New Year is widely celebrated by the Chinese community in Malaysia and also around the world to mark the beginning of a new year in the Chinese lunar calendar. It is usually the time where everyone returns home to reunite with their family members with traditions dating as far back as 4000 years ago and passed down from generations to generations. Celebrations are accompanied by various cultural performances such as the dragon and lion dances which symbolize luck and prosperity. The celebration lasts for 15 days.

In conjunction with this auspicious festive season, UMLand Seri Alam organizes a Chinese New Year “Chap Goh Mei” celebration to promote the spirit of Chinese New Year among fellow Johorians and also residents of their township. Present at the event is **YB. Liow Cai Tung**, *State Executive Chairman of Tourism and Women, Family and Community Development*.

The event kicks off with the thundering beats of drums and crashing of the gongs and cymbals for the lion dance to usher the welcoming of VIPs and is followed by a “Yee Sang” tossing session, symbolizing health and prosperity. Visitors are also treated to a truly Asian experience with various performances such as Chinese percussions and dance, Wushu and Chinese Yoyo too. To top it all, all visitors present are entitled to lucky draw prizes.

In conjunction with the celebration, the Township also launches the second Phase (Block B) Amber Heights, a Freehold low density high rise development which offers practical amenities within a beautiful landscaped and peaceful enclave. With a starting price of RM301,800 only, Amber Heights comes with three different types of layouts. Two-bedroom type comes with a built-up size of 844sf - 846sf. The three-bedroom with a much larger built-up of 1019sf – 1053sf provides spaciousness for the entire family. Those who prefer privacy may opt for the dual key type with a generous built-up of 1053sf. The tower comes with two lifts for the convenience of its residents. Facilities such as security guard house, linear green park, community centre with pre-function area, management office, swimming pool, gymnasium among others are provided therein for the comfort of its residents.



**Mr. KK Wong**, *Group Director of Townships, UMLand*, who is also present at the celebration said: “Building and development are necessary for us to move forward as a nation, and infrastructural advancements allow us to modernize our fast changing landscape. However, we must not forget about the delicate balance of greenery and construction. UMLand Seri Alam aims to build more than just townships and developments which are world class, but also building lifestyles and communities. Through this, we hope that Amber Heights will be able to provide one of the best living experiences here in Johor Bahru”.

UMLand Seri Alam is currently focusing on its Amber Heights residences (Block A), which was launched in late 2019 and is set to see completion in 2022. Surrounded by stunningly landscaped green areas, UMLand is infusing the vision of green living and beautiful architecture in its development, making Amber Heights a perfect place for those who enjoy living in a green surroundings.

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## **NOTES to THE EDITOR**

### **About United Malayan Land Bhd (UMLand)**

UMLand is the award-winning Malaysian developer behind the successes of several residential townships and niche developments across the country.

The company has two divisions handling Township Development and Niche Projects respectively. It also has a hospitality division that operates Suasana Suites serviced apartments, a construction division under UMLand Builders Sdn Bhd, and an F&B division under UMLand Lifestyle Sdn Bhd.

UMLand's Township division manages five townships namely: Bandar Seri Alam (Iskandar Malaysia), Taman Seri Austin (Iskandar Malaysia), Bandar Seri Putra (Bangi, Selangor) Mahkota Hills (Semenyih, Selangor) and the upcoming world-class integrated biotech park in Pasir Gudang, Iskandar Halal Park, a joint venture initiative with Perbadanan Islam Johor Holdings (PIJH), a Johor state government arm.

UMLand's Niche division has completed several residential developments in Kuala Lumpur and Johor. These include Suasana Sentral Loft (KL Sentral, KL), Suasana Bangsar (Bangsar, KL), Seri Bukit Ceylon (Bukit Ceylon, KL), Suasana Bukit Ceylon (Bukit Ceylon, KL), and Somerset Puteri Harbour (Iskandar Puteri, Johor).

UMLand's Suasana Iskandar Malaysia is the iconic residential development which comprises of a 35- storey serviced apartment tower, the very first Amari hotel in Malaysia, managed by ONYX Hospitality Group, and is complemented by Zenith Lifestyle Centre, a two-level international and specialty dining, avantgarde entertainment, premium wellness right in the middle of Johor Bahru City Centre. Medini Lakeside in Medini Iskandar Malaysia is an integrated development comprising UMCity (a mixed-use commercial development) and Viridea Lakeside (a green residential development). Meanwhile in the heart of Kuala Lumpur, Star Residences is a joint venture initiative with Symphony Life Berhad to develop an upmarket serviced residences in the center of KL City.

With a strong track record spanning across two decades, UMLand continues to embrace excellence and innovation as its main tenets to drive growth.

Incorporated in the 4th quarter of 2017, UML Lifestyle Sdn Bhd is the Food & Beverage (F&B) arm of UMLand Bhd. The subsidiary provides its support and oversees the operations of its companies – Avenue Ambience Sdn Bhd and Jjang Restaurant Sdn Bhd. UML Lifestyle Sdn Bhd is the appointed Master Franchisee for BreadTalk & Toast Box Malaysia following the joint venture with Bread Talk Pte Ltd, a Singaporean multinational food and beverage corporation.

The Group, with over 1,800 acres of undeveloped land bank across Malaysia, aims to be a caring and responsible developer that not only builds quality property units for investors and homemakers, but also units that will see its value enhanced as the community grows and living standards improve. With advances in technology, UMLand is also embarking on building smart cities to complement the lifestyle needs of the modern community.

In 2015, UMLand bagged the “Best Office Development Asia Pacific” at the International Property Awards in London for its flagship project the UMCity Medini Lakeside development.

More information at [www.umland.com.my](http://www.umland.com.my)