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## **MEDIA RELEASE**

For Immediate Release

### **More Than 30,000 Participants Submitted Entries For Colour Me Up! Colouring Contest**

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Kuala Lumpur – Great Eastern Life Assurance (Malaysia) Berhad’s (Great Eastern’s) “Colour Me Up!” colouring contest which was open to primary students attracted over 30,000 entries nationwide.

Of the submissions, 1,434 entries were submitted by Sekolah Jenis Kebangsaan (Cina) Kepong 2, Kuala Lumpur which led to their win in the category of highest participation from a school. This was closely followed by Sekolah Jenis Kebangsaan Chung Hua Batu 10, Sarawak at 2<sup>nd</sup> placing and Sekolah Jenis Kebangsaan (Cina) Kwang Hwa, Penang at 3<sup>rd</sup> placing.

The contest was aimed at encouraging young children to express themselves and their aspirations creatively through art and focuses on their development. The contest revolved around the theme of how the children can make their parents proud through their future aspirations. Whilst looking to develop the creativity of young minds of the future and encouraging the thought process, Great Eastern also seeks to reinforce the relationship and deeper understanding between the children and their parents. This is tandem with initiatives under the Company’s ‘Live Great’ goal to be more than just a life insurance company, as it embarks on its journey to help customers achieve their best intentions in living healthier and better.

In the individual category, the 1<sup>st</sup> prize was clinched by Lim Xin Ying, 11, of Sekolah Jenis Kebangsaan (Cina) Sum Sun, Penang; followed by Leong Ka Hei, 11, of Sekolah Kebangsaan Assunta (1), Selangor; and Jeff Wong Dick Fei, 11, of Sekolah Jenis Kebangsaan (Cina) Sin Hua, Seremban at 2<sup>nd</sup> and 3<sup>rd</sup> placing respectively.

Said Great Eastern’s Executive Vice President and Chief Marketing Officer, Mr. Nicholas Kua who was recently at SJK (C) Kepong 2 to present the prizes to the school with the highest submission tally, “Apart from Great Eastern’s desire to contribute more to local communities through enhanced social awareness and educational development, it is with hope that through contests like this and similar initiatives that the Company can promote more creative engagement with young minds as well

as bringing families closer together through raising more awareness in parents of their child's thoughts, dreams and ambitions; and realising the importance of planning for their child's future".

Receiving the top prize for the school was SJK (C) Kepong 2's Principal, Mr. Wee Hiau Kee who said, "Apart from fostering creativity and building on artistic talents, the Contest engaged the children in creative thinking over and above the curriculum. I also saw how the spirit of teamwork had managed to help our school achieve our success with top submissions for this Contest – our teachers and senior administrative staff at the school alike were all very supportive of the pupils' positive involvement with the Contest and encouraged the pupils' participation."

"We are very grateful for the opportunity to take part and win the contest – the RM2,000 worth of books that form a part of the prizes that we won, will enable us to purchase much-needed new books for our library such as reference, language, arts and design books. Additionally, we are most pleased with the PC and printer that we have also won, as such computing technology are important resources for the school," added Principal Wee.

As for the top participant in the Colouring Contest who hails from Penang, Lim Xin Ying said that she would put her top prize of an Apple iPad to good use and that the contest had made her realise what she wants to be when she grows up – which is to explore the universe and be an astronaut.

A frequent art contest participant, Xin Ying is passionate about art and managed to complete her artwork in about a week. Says Xin Ying's mother Madam Phang Sooi Lean, "The contest is very good and has a great meaning behind it apart from tapping into the child's creativity – more contests like this should be organised so that the child's creativity will shine through".

Ms. Ooi Wan Hooi, The Principal of Xin Ying's school, Sekolah Jenis Kebangsaan (Cina) Sum Sun said, "As children have differing thoughts and ambitions, and sometimes it is difficult for them to express their inner-most thoughts, this Contest will help their parents better understand their children's aspirations. This is good because it allows teachers and parents of the pupils to have valuable insights that they can tap into when guiding the children towards the path of achieving their ambitions."

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## **ABOUT GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD**

Great Eastern began its operations in 1908 as a branch office of The Great Eastern Life Assurance Company Limited. The Malaysian operations were subsequently transferred to a locally incorporated public company, Great Eastern Life Assurance (Malaysia) Berhad under the Scheme of Transfer of Business. The Company was certified by The Malaysia Book of Records in 1998 as "The Oldest and Largest Life Insurer" in Malaysia.

With more than a century of experience and solid financial foundation, Great Eastern has RM53.7 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 31 December 2011. To date, Great Eastern has 21 operational branch offices and products include life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefit schemes. Great Eastern Life Assurance (Malaysia) Berhad is a wholly-owned subsidiary of Great Eastern Holdings Limited (GEH) and its ultimate holding company is Oversea-Chinese Banking Corporation Limited (OCBC).

For more information, please visit [www.greateasternlife.com](http://www.greateasternlife.com)

## **ABOUT GREAT EASTERN HOLDINGS LIMITED**

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With \$57 billion in assets and around 4.0 million policyholders, it has two successful distribution channels – the tied agency force and bancassurance. The Company also operates in China, Indonesia, Vietnam, and Brunei. Great Eastern Life Assurance Company Limited has been assigned the financial strength and counterparty credit ratings of 'AA-' by Standard & Poor's, one of the highest among Asian life insurance companies. It was voted Life Insurer of the Year at the Asia Insurance Industry Awards 2011 by Asia Insurance Review. Great Eastern's asset management subsidiary, Lion Global Investors Limited, is one of the largest private sector asset management companies in Southeast Asia.

Great Eastern is a subsidiary of OCBC Bank, the second largest financial services group in Southeast Asia by assets. It is one of the world's most highly-rated banks, with an Aa1 rating from Moody's. It is also ranked by Bloomberg Markets as the world's strongest bank in 2011 and 2012. OCBC Bank's key markets are Singapore, Malaysia, Indonesia, and Greater China. It has a network of over 500 branches and representative offices in 15 countries and territories, including about 400 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

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