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## **MEDIA RELEASE**

For Immediate Release

### **SJK (C) KEPONG 2 WINS AGAIN!**

School named as the champion for Great Eastern Life's Colour Me Up Contest  
for two consecutive years

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Kuala Lumpur, 13 September 2013 – With the encouragement from their headmaster and teachers, all the students took part in Great Eastern Life Assurance (Malaysia) Berhad's (Great Eastern Life) Colour Me Up! Colouring Contest and the effort paid off when SJK (C) Kepong 2 emerged as the winner for the second year in a row.

At the prize presentation ceremony, Ms GG Kam, Vice President and Head of Marketing and Customer Management for Great Eastern Life presented a set of Laptop, Colour Printer and book vouchers worth RM3,000.00 to the Senior Assistant of SJK(C) Kepong 2, Ms. Yap Kwai Heong, witnessed by Ms. Teah Peng Peng and Ms Lee Boay Kee, both Senior Assistants of the primary school.

"Great Eastern Life Colour Me Up! Colouring Contest is in its second year running. We hope that this contest can continue to inspire young children in expanding their imagination and creative thinking skills, while at the same time encourage them to express their future goals and aspirations through art. This would also give the parents a better understanding of their child so that they can start mapping out their future and help realising their dreams," says GG Kam.

Ms. Yap Kwai Heong is very pleased with the second win for the school. "It took all the students two weeks to complete their artwork during their weekly art class. We often encourage and motivate our students to participate in their favourite co-curriculum activities like singing, drawing and many more to cultivate artistic hobbies in them. We will be sure to put the prizes to good use to benefit the students," says Ms Yap.

Following the overwhelming response from its inaugural contest last year, Great Eastern Life received close to 80,000 submissions from primary school students aged 7 to 12 nationwide within three months this year.

For the highest participation category, SJK (C) Pasir Pinji 1 from Ipoh, Perak clinched the second prize while SJK (C) Sam Lam from Sibul, Sarawak clinched the third prize. Meanwhile, Ooi Li Wen from SJK (C) Shih Chung Cawangan, Penang emerged as winner for the individual category. She impressed the judges with her drawing of Albert Einstein and her excellent use of vibrant water colour. She completed her artwork with a touching slogan expressing her ambition to be a scientist so that she can find a cure for cancer.

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

*Great Eastern Life 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 Life has RM59.6 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 31 December 2012. To date, Great Eastern Life 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 [greateasternlife.com](http://greateasternlife.com)*

## **ABOUT GREAT EASTERN HOLDINGS LIMITED**

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*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 a long-term credit rating of Aa1 from Moody's. It is also ranked by Bloomberg Markets as the world's strongest bank. 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 more than 400 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.*

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