



**PERSATUAN KEBAJIKAN IVORY,
PULAU PINANG** (1685-06-PPG)

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FOR IMMEDIATE RELEASE

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Ivory celebrates Thaipusam through goodwill

GEORGE TOWN: Volunteers of Ivorycares, the charitable arm of Ivory Properties Group Berhad highlighted the importance of Thaipusam by offering vegetarian food and drinks to devotees on the eve on the festival.

Some 3,500 packets of food were handed out to worshipers as well as the public who made a beeline at the company's *thaneer panthal* in front of Penang Times Square.

The company recognises the significance of this festival bringing message about faith, endurance and penance.

The chariots inched their way along 1,800 smashed coconuts complemented by a lion dance troupe followed by a peacock dance and *bomma* dance.

The coconut smashing is a traditional custom to symbolise "the breaking of one's ego to reveal purity inside."

"It is our 12th year participating in the procession and I am grateful to the staff members who participated and contributed towards the food, drinks and coconuts to commemorate this festival," said Ivorycares vice president I Winnie Yeoh.

Various *kavadi* designs of different hues and elements were spotted in the annual procession while tourists watched in awe at the pierced cheeks and bodies of the devotees.

Many worshippers were also seen carrying *Paal Kudam* (milk pots) to be offered to Lord Murugan.

The religious annual festival is one of the biggest celebrations in Malaysia which draws the participation of devotees across the country and tourists from all over the world.

Among those who participated in smashing of the coconuts at Ivorycares booth alongside the staff members and tourists were Ivory Properties Group chairman Dr. Asairinathan Kunjambo, relationship director Ang Kung San, legal manager Darren Yuen, visual display manager Dennis Chan, Ivory Associates director Ron Loh, KOMTAR assembly Teh Lai Heng, Tanjong MP Ng Wei Aik and Penang Island City councillor Wong Yuee Harn.

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