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Durian treat for residents

Developer treats homebuyers to 1.5 tonnes of Musang King in Bandar Baru Sendayan

DURIAN lovers, including residents of the sprawling Bandar Seri Sendayan township, turned up in droves at the Matrix Galleria in Ara Sendayan near Seremban to savour free Musang King durian sponsored by developer Matrix Concepts Holdings Bhd.

The crowd started gathering some three hours before the event began but the wait was worth their while as they took their time to savour some 1.5 tonnes of the premium grade durians brought in from all over Negri Sembilan.

The fruits were served non-stop for two hours until supply eventually ran out.

Matrix Concepts chief marketing officer Lim Kok Yee said apart from fulfilling its corporate social responsibility (CSR) towards its customers and the public, the event was also held to celebrate the bumper durian season.

"Durian is well-known around the world as the king of fruits but for hardcore durian lovers, Musang King is the real deal.

"And since Negri Sembilan durian is among the best and well-known, we decided to hold the event to do our bit for those who love the fruit," he said.

Lim said the crowd was also served local tropical favourites such as rambutan, bananas and young coconuts.

He said while the adults continued to enjoy the rich and creamy durian, the children, who had their fair share, were treated to sand art, face-painting activities and entertained by magicians and clowns.

Lim said Matrix Concepts will hold another durian fiesta at Residensi SIGC in Paroi Jaya this Saturday at 11am.

Ara Sendayan is an exclusive hilltop development which consists of double-storey terrace and semi-detached houses.

Built on higher ground, the low-density development offers a new vantage point with its stylish contemporary homes.

— By SARBAN SINGH



Some 1.5 tonnes of Musang King durian were brought in from around the state for the event.



Children being entertained by a clown who mesmerised them with his tricks and antics.