

17 December 2018 (Monday)

Enchanting Christmas for residents

Developer brings festive cheer to township with weekend 'winter' activities

By C.S. NATHAN
metro@thestar.com.my

IT IS GOING to be an enchanting Christmas for the residents of Bandar Sri Sendayan near Seremban.

Matrix Concepts Holding Bhd, the developer of the new township, has once again spared no expense in bringing Christmas cheer to residents and members of the public.

Themed "Enchanted Christmas", the celebrations include fun activities every weekend until the New Year.

Among the highlights are a winter ballet performance by a local ballet studio, "A Christmas with Pororo and Friends" show based on characters from the popular South Korean animated series on Dec 15 and 16; and Pinkfong & Baby Shark mini concert featuring the hit song and characters made viral by the South Korean sensation Pinkfong on Dec 22, 23, 29 and 30.

Other activities taking place every weekend include an inflatable snow globe that blows snow, deer feeding, a cookie decorating workshop, jingle bell and ring toss game stalls, and walkabouts by Santa, Santarina, and their merry elves.

All activities are complimentary. Matrix group managing director Ho Kong Soon said, "This is the third consecutive year that we've organised fun activities for the whole family to enjoy leading up to Christmas and New Year.

"We believe events like this can help foster better understanding between the different communities, which will in turn lead to less conflict," he said at the festivities' launch.

The developer spent an estimated RM1.15mil to transform its d'Tempat Country Club here into an enchanting winter wonderland.



Ho said the event was targeted to attract some 3,000 visitors on Saturdays and Sundays.

"The Bandar Sri Sendayan township has a thriving 40,000-strong community, and based on previous years' attendance, we estimate over 3,000 visitors on weekends.

"For us, it's money well spent as it's our way to show appreciation and give back to the local community. It is the season for sharing and giving, after all," he said.

Residents from Bandar Sri Sendayan and nearby residential areas the country club on the first weekend of the Christmas festivities.

Together with her two children, teacher Mira Kanesan, 32, who has purchased a property in the township said the event was a great way to bring the community together.

"The event is open for all, regardless of culture or faith. It's a wonderful way for neighbours to meet up and connect with one another, and more importantly to have fun together," she said.

The three-week long Enchanted Christmas celebrations will culminate in a countdown and fireworks display on the eve of 2019.

Besides the Christmas programme, there will also be a New Year Countdown Buffet Dinner where tickets for purchase are available.



Visitors enjoying the inflatable snow globe, one of the highlights of the event.



A family posing with characters from Pororo and Friends during the first weekend of the "Enchanted Christmas" celebrations.