



## Press Release

FOR IMMEDIATE RELEASE

### MATRIX CONCEPTS GROUP WELCOMES "THE ROARING DRAGON" THEME FOR CHINESE NEW YEAR CELEBRATIONS

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**Seremban, 14 February 2024:** Matrix Concepts Holdings Berhad (**Matrix Concepts**) is excited to announce the inauguration of '**The Roaring Dragon**,' an exciting and culturally immersive theme campaign to celebrate the upcoming of the Chinese New Year this year.

The company's Chinese New Year campaign will start from 17 until 25 February 2024, (only on Saturday and Sunday) offering public experiences of the cultural performance, acrobatic lion dances, engaging calligraphy workshop and sumptuous culinary delights at d'Tempat Country Club, Seremban.

The theme this year is the drawing inspiration from the majestic Dragon zodiac sign, synonymous with power, strength, and good fortune, '**The Roaring Dragon**' embodies the essence of this auspicious time.

According to the Chief Marketing Office, Lim Kok Yee, public can anticipate a spectacular showcase of traditional customs intertwined with innovative and vibrant offerings, crafting unforgettable moments for cherished community engagement reunion.

"Building on the success of previous festive seasons, we are thrilled to introduce '**The Roaring Dragon**' theme for this year's Chinese New Year celebration. It is an opportunity for us to pay tribute to the rich cultural heritage of the Chinese community and create a joyous atmosphere that brings people together in celebration," he said.

He also mentioned that the company is dedicated to fostering a sense of belonging and solidarity within the community. "**The Roaring Dragon**" celebration will serve as a platform for residents to come together, establish new friendships, and create cherished memories with loved ones.

Revealing the spirit of togetherness, the company will be featuring a Chinese New Year main event on 24 till 25 February 2024 (Saturday and Sunday only) from 5.00pm till 10.00pm at d'Tempat Country Club. The grand launching celebration together with the communities will be held on 24 February 2024 at the same place and time to bolster community engagement and cultural diversity, whereby visitors can enjoy exciting activities.

"**The Roaring Dragon**" Chinese New Year celebration this year will highlight spectacular decorations and immersive displays inspired by the majestic dragon. From intricate lanterns to stunning artwork, every corner will be adorned with symbols of good fortune and joy.



Besides that, few activities such as cultural performances will be featured during the events whereby public will be treated to captivating performances showcasing traditional Chinese arts, including dynasty dance, acrobatic lion dance, Wu Shu battle show martial arts demonstrations, drum and live musical performances that celebrate the richness of the Chinese heritage.

Public of all ages can participate in a variety of interactive activities, including giant calligraphy workshops, zodiac hanging deco workshops, and food stalls culinary delights that tantalize the taste buds with authentic flavors of the season.

For those willing to join us as we usher in this year **“The Roaring Dragon”** celebration, we welcome you to walk-in to d'Tempat Country Club or mark your calendars by visiting [www.matrixroaringdragon.com.my](http://www.matrixroaringdragon.com.my) for free registration.

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**About Matrix Concepts Holdings Berhad**

Matrix Concepts Holdings Berhad (**Matrix Concepts**) principal business operations is Property Development and its related services. Together with other businesses comprising Construction, Education, Hospitality and Healthcare, which cumulatively are regarded as Matrix Concepts five pillars of strength.

This enables Matrix Concepts to derive operational synergies across its business model and values chain to enhance the value proposition of its townships and stand-alone property developments.

Reflecting its tagline of *“Nurturing Environments, Enriching Lives”* Matrix Concepts aspires to deliver sustainable, community living environments that meets property buyers’ aspirations while providing them with value and the opportunity to enjoy and aspire to better lifestyle experiences.

In essence, beyond providing quality build and design, Matrix Concepts looks to deliver a complete lifestyle eco-system of work, play, dine, shop, learn and more.

Matrix Concepts also has expanded its footprint into Indonesia and Australia.

For more information, visit Matrix Concepts website [www.mchb.com.my](http://www.mchb.com.my) or call Matrix Concepts Head Office at 06 -764 2688.