

27 August 2020 (Thursday)



Ho (fourth from left), accompanied by his Matrix Concepts team, with Zazali (fourth from right) at the flag sponsorship handover ceremony held at Wisma Majlis Bandaraya Seremban.

Spreading patriotic spirit through flag sponsorship

PROPERTY developer Matrix Concepts Holdings Bhd is sponsoring over 4,500 Jalur Gemilang and 2,000 bunting flags to help spread the patriotic spirit while enlivening Seremban city.

A total of 1,500 Jalur Gemilang and 800 bunting flags were presented to Seremban mayor Datuk Zazali Salehudin, while the rest were handed over to community representatives.

Matrix Concepts group managing director Ho Kong Soon said although National Day celebrations were low-key this year due to recovery movement control order (MCO) restrictions, flying the Jalur Gemilang was a call to all Malaysians to stand in solidarity with one another amid the challenging times.

"Our intention is to remind our-

selves and our children about the values of the Rukun Negara and the meaning of Merdeka, which our forefathers fought for.

"We Malaysians have lived in harmony through the years, so we must stand united and work hand in hand towards building a better nation," he added.

Besides the flag sponsorship, 508 Jalur Gemilang have been put up in and around the developer's townships of Bandar Sri Sendayan near Seremban and Bandar Sri Impian in Kluang, Johor.

Ho said the flag sponsorship was part of Matrix Concepts' corporate social responsibility initiative.

"As a corporate citizen, we are proud to fly the Jalur Gemilang in our townships and all our offices during Merdeka month," he added.

— By CS NATHAN