



CitraGarden City Cares for Floods Victims



Jakarta – In mid-January this year, several areas of Jakarta experienced floods. This time, many of Jakarta residents were significantly bothered. In many locations around CitraGarden City complex, especially at Tegal Alur, many residents suffered from these floods and as a form of concern to them, CitraGarden City, together with Ciputra Hospital organized a Corporate Social Responsibility (CSR) program, by holding a social service (*bakti sosial*) “Free Check-Up and Medical Treatment” in Kelurahan Tegal Alur RW 08. A number of 210 patients were examined and some of them were referred to government hospital.

Apart from check-up and medical treatment, CitraGarden City also contributed rice and instant noodles to the floods victims.

The social service, which was held on 22 January 2013 involved employees of CitraGarden City. The program received a very positive appreciation from the head of Kecamatan Kalideres, socialite and also the society. By implementing this CSR, it was expected to build strong solidarity and harmony between the residents of CitraGarden City and the society outside.

From Ciputra Mall Jakarta for the Blind

Jakarta – On 26 January 2013, Ciputra Mall, Fellowship of Netra Community, Mitra Netra Foundation and Teach for Indonesia held a program called “Re-typing Books for the Blind with the form of Braille”. The program, which took place at the Center Court of Ciputra Mall’s Lower Ground succeeded to involve more than 500 participants. They re-typed selected books which would be printed in Braille format to enable the Blind reading them.



“We already initiated the idea since last December, considering that books with audio or Braille format concept were very limited. Other difficulties were limited space and volunteers taking part in the process of re-typing the books. All these factors encouraged Ciputra Mall to create a social mission with this program. And we targeted 500 people would participate here,” said General Manager of Ciputra Mall Jakarta, Mr. Ferry Irianto.

A number of 631 volunteers took part in the program. They were found out through social media such as twitter and facebook accounts and from the website of Ciputra Mall Jakarta as well. Re-typing books included story books, novels and science and knowledge books.

For the initiative of creating such program, Ciputra Mall Jakarta was rewarded the Indonesia Museum of Records’ (MURI) Award for re-typing books for the Blind with the biggest number of the volunteers participated in. This record became the 36th record received by Ciputra Mall Jakarta.

CitraLand Surabaya at Surabaya Property Expo

Surabaya – From 19 to 27 January 2013, CitraLand participated in a property exhibition held by Grand City Surabaya. Taken place in Grand City, the exhibition was participated by big property developers in Surabaya and the surrounding area, such as Intiland, Pakuwon, Royal Residence and so on. This was the first property exhibition commencing this year. The responses were quite good, that the exhibition was visited by many potential customers with selected target market.

