



**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

***Progresif partners with local artists to produce Hari Raya packets***

Progresif Cellular recently collaborated with five local artists to produce its latest edition of Hari Raya packets for the festive season.

The creative partnership with artists; Nazreen Amin, Siti Kamilah Hj Azrae, Shauqi Mohammad, Miqdam Zaini and Siti Rawini Sulaiman, feature amazing designs inspired by modern and traditional interpretations of Hari Raya Aidilfitri in Brunei.

Each of the designs represent key elements of how the festive season is celebrated in the Sultanate, from Shauqi's playful inspiration of his early childhood memories to Siti Kamilah's reimaginings of 'Kain Tenunan' or fine woven cloths.

Devin Edwards, Chief Marketing Officer at Progresif, stated "We're proud to say that this is the second year we've collaborated with local artists to produce unique Hari Raya packets. Every partnership we forge with artists reinforces our commitment to support the development of arts and culture in Brunei."

"We hope that such collaborations will further stimulate the local creative scene and provide an outlet for their growth which ultimately contributes to the development of the Brunei economy," he said.

Arts and culture is one of the four pillars of Progresif's corporate social responsibility programme which the company announced in January 2017.

In January 2017, Progresif announced its commitment to invest in the areas of arts and culture, education, environment and entrepreneurship, all of which make up the four pillars of Progresif's corporate social responsibility programme.

To get hold of the unique Hari Raya packets, visit any of the Progresif branches.

**END**



## **About Progresif**

Progresif Cellular Sdn Bhd. is a Brunei-based Government Linked Company headquartered in Bandar Seri Begawan. Founded in 2014, whose mission is to establish Progresif as a catalyst for change in the telecommunications sector focused on enhancing quality of life and supporting economic growth in Brunei through the development of profitable, long-term, products and services, including cellular devices and service, mobile internet and broadband and enterprise connectivity. Progresif now has more than 265 employees and 150,000 customers, with eight retail stores throughout the kingdom.

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