

SERENIA CITY'S HOMEGROWN FUTURE INITIATIVE PLANTS SEEDS FOR A THRIVING, SUSTAINABLE COMMUNITY

Serenia City is fostering vibrant community engagement through its collaboration with the Sepang Municipal Council ("MPSepang"), local schools, and universities as it launches its inaugural HomeGrown Run, as part of the broader 'HomeGrown Future' initiative. This initiative showcases Serenia City's dedication to sustainable living, community building, and environmental stewardship, laying the groundwork for long-term enhancements to residents' lifestyles.

The HomeGrown Future initiatives is designed to cultivate a thriving, self-sustaining environment by creating job opportunities and business ventures, fostering warm and welcoming communities through engaging events and amenities, while embracing sustainability and innovative agricultural practices.



Nearly 3,000 participants joined the HomeGrown Run at Serenia Central Park, celebrating a shared vision of a sustainable and thriving community through family-friendly activities and environmental stewardship.

Nearly 3,000 participants joined the first HomeGrown Run at Serenia Central Park, uniting for a day of eco-friendly activities and community bonding. The 5km run, held in December 2024, showcased Kokedama crafting, a Pot Seeding Workshop, Zumba Dance sessions, Urban Farming demonstrations, and a Fish Release activity.

Participants also took part in the "Effective Microorganisms Mud Balls" activity, aimed at revitalising the lake at Serenia City Central Park. Beyond these initiatives, the event reinforced Serenia City's vision for a self-nurturing community where nature and people flourish side by side.



Serenia City's HomeGrown Run was officially launched by MPSepang's Timbalan Yang Dipertua, Muhamad Shah, alongside Sime Darby Property's Appollo Leong and Hazlan Husin, marking the beginning of a journey towards a greener, self-sustaining community.

Serenia City's HomeGrown Run was officiated by MPSepang's Timbalan Yang Dipertua, Muhamad Shah; Sime Darby Property's Chief Operating Officer – Township Development, Appollo Leong; and Sime Darby Property's Head of Business Unit 3, Hazlan Husin. Their presence reinforced the shared dedication to a greener, more resilient community and laid the groundwork for further growth.

This initiative extends beyond a single event, representing a continuous journey towards a greener and more inclusive future. Serenia City's HomeGrown Future is anchored by five key pillars namely opportunities, lifestyle, comfort, agrihood, and excitement.



The HomeGrown Run brought Serenia City's vision to life, with participants engaging in eco-friendly workshops and community-building events, laying the foundation for a harmonious lifestyle in tune with nature.

Building on the success of its first event under the pillars of HomeGrown Future, Serenia City is laying the groundwork for future collaborative programmes. Future initiatives will focus on agrihood, eco-friendly experiences, and self-sustaining agriculture, further enriching the township's unique lifestyle offering.

As part of its continuous development, Serenia City will introduce a new precinct in June 2025, alongside an enhanced retail experience to elevate convenience for the residents. These developments reaffirm Serenia City's position as an ideal living environment for young families, offering a harmonious blend of nature, community, and modern amenities.

For more information on Serenia City's HomeGrown Future initiative, visit our sales gallery in Serenia City, Sepang, or explore <https://www.simedarbyproperty.com/serenia-city/>. You may also contact +603-8760 050 for any enquiries.