

**Immediate Release**

**LEE TUNG AVENUE presents inaugural Mid-Autumn LED Fire Dragon  
Fiesta @LEE TUNG AVENUE  
Reinventing traditional Mid-Autumn Festival &  
appreciating full moon altogether**

[Hong Kong – 30 August, 2016] Enjoy a distinctive yet traditional Mid-Autumn Festival at LEE TUNG AVENUE in Wan Chai. Decorated in a traditional tenement house during Mid-Autumn Festival theme in 1950s, which featuring thousands of multi-coloured, Begonia-shaped lanterns hanging along the walkway. It will once again become the best photo spot in town!

To crown the festive celebrations, LEE TUNG AVENUE presents inaugural **Mid-Autumn LED Fire Dragon Fiesta @LEE TUNG AVENUE from 14 to 16 September** (the day before till after Mid-Autumn Festival). The fiesta is the dancing debut of a 70-foot LED-lighted dragon across the tree-lined walkway from Queen's Road East entrance to Johnston Road entrance, bringing auspicious wishes to residents of Wan Chai area and visitors by reinventing this traditional annual festival in a creative and cultural-inspiring manner.

**LED-lighted fire dragon @ LEE TUNG AVENUE redefines traditional customs**

Inducted as a Chinese cultural heritage, the fire dragon dancing custom in Mid-Autumn Festival is a cohesive gesture in villages for blessing of peace across family and community. This year, LEE TUNG AVENUE integrate fusions of old and new for reshaping traditional culture with modern technology in the form of 70-foot, LED-lighted fire dragon. A production with colourful LED lights attached on the faucet, body and pearl of dragon, the LED-lighted fire dragon offers a warm flash across the walkway and creates a joyful atmosphere through its LEE TUNG AVENUE parade guided by drum sound and pearl of dragon. This ensures residents and visitors can closely enjoy the lively LED-lighted, joss-stick-free fire dragon performance without worrying the potential hazard of firecrackers, and parents can take the opportunity to introduce the origin and myth of Mid-Autumn Festival during this reinvented, environmental and family-friendly parade.

Apart from enjoying the LED-lighted fire dragon parade, LEE TUNG AVENUE is more than a landmark of Wan Chai, but also an ideal place for family gathering under the bright moon. With a collection of alfresco cafes and gourmet restaurants along the

tree-lined walkway, customers will be impressed with the dinner gathering idea highlighted by appreciating the bright moon and wishing for the best of family reunion.

**Complimentary Gong Fu Teahouse x Chocolate Rain limited edition tea set for Mid-Autumn Shopping Prize @LEE TUNG AVENUE**

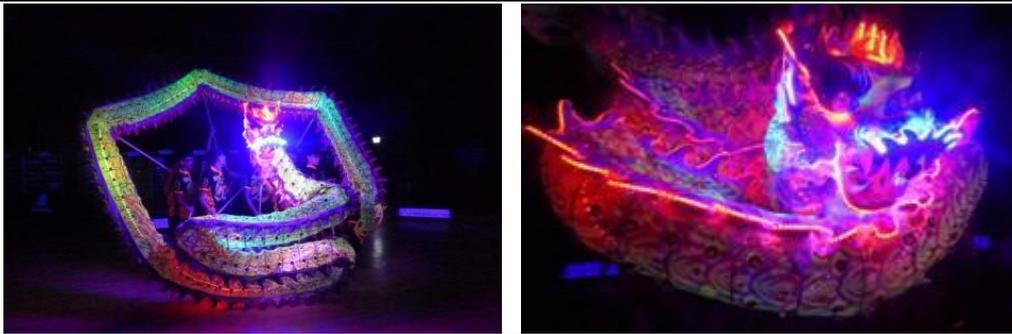
LEE TUNG AVENUE celebrates Mid-Autumn Festival with customers by offering complimentary Gong Fu Teahouse x Chocolate Rain limited edition tea set (\$120) for any purchase of HK\$1,200 or above at LEE TUNG AVENUE from 5 to 30 September. Originated by Ms. Prudence Mak, a home-grown Hong Kong designer, Chocolate Rain is dedicated to bringing more positive energy to the society and message of peace through creation.

<b>Mid-Autumn LED Fire Dragon Fiesta @LEE TUNG AVENUE</b>	
Date:	14 to 16 September (the day before till after Mid-Autumn Festival)
Time:	8:30 p.m. – 9:30 p.m.
Venue:	Queen’s Road East entrance to Johnston Road entrance, LEE TUNG AVENUE
How To Join:	Free participation
<b>Mid-Autumn Shopping Prize @LEE TUNG AVENUE</b>	
Date:	5 to 30 September
Redemption Time:	10:00 a.m. – 10:00 p.m.
Redemption Venue:	Customer Service Centre Basement, LEE TUNG AVENUE
No. of Prizes	500 (first-come, first-serve)
Details:	Complimentary Gong Fu Teahouse x Chocolate Rain limited edition tea set (\$120) for any purchase of HK\$1,200 or above at LEE TUNG AVENUE.

**Photo Caption:**



LEE TUNG AVENUE in Wan Chai is decorated in a Mid-Autumn Festival theme, featuring thousands of multi-coloured lanterns hanging along the walkway.



A 70-foot LED-lighted dragon will make its debut at Mid-Autumn LED Fire Dragon Dance Fiesta @LEE TUNG AVENUE in Wan Chai from 14 to 16 September (the day before till after Mid-Autumn Festival).



Complimentary Gong Fu Teahouse x Chocolate Rain limited edition tea set (\$120)



for any purchase of HK\$1,200 or above at LEE TUNG AVENUE from 5 to 30 September.

**About LEE TUNG AVENUE**

LEE TUNG AVENUE unveils a new 200-metre long, tree-lined walkway in Hong Kong Island. The home of alfresco cafes, gourmet restaurants, and boutiques of selected local and overseas fashion brands, LEE TUNG AVENUE is also a convenient urban intersection at southern Wan Chai that connects and revitalizes the nearby community.