

For Immediate Release

LEE TUNG AVENUE X Twentieth Century Fox Film
Bring alive *The Greatest Showman* to the Fantasy World at the boulevard &
Create a unique “The Greatest Christmas Show”
Snowflakes frosting LEE TUNG AVENUE, dressing up Christmas in the symphony of lights



Photo download :

https://drive.google.com/drive/folders/1jUcXlmbxTedkd4q81ZrnP_vMP_-DPehN

[Hong Kong -- 28 November 2017] LEE TUNG AVENUE is extending its romantic legacy with Twentieth Century Fox Film this Christmas. The grand finale of the year - *The Greatest Showman* is reaching LEE TUNG AVENUE in this November, magically turning the boulevard to be a glorious stage with festive colours. Lambent starry lights are showering along, yet barely masking the brilliance of the 13-meter-tall gigantic Christmas Tree in vibrant colour palette at Central Piazza. The starry interior decorations in CHRISTMAS



TREE SPACEWALK acts a romantic backdrop for selfie lovers. Embraced in such scenic beauty, everyone will be enthralled like being in a fairyland.

To sprinkle more Christmas spirit on top, myriads of events will take place along LEE TUNG AVENUE, ranging from LET IT SNOW, SNAP THE GREATEST SNOWMAN to JOYFUL FOOD CARRIAGE, bringing to the public the best location for online check-in to spread this enchanting Christmas ambiance.

Creating a grand stage of entertainment as *The Greatest Showman*

After the extravagant success in *Les Miserables* and *Logan*, the best actor of Golden Globe Award - Hugh Jackman remarkably takes another great leap forward. Starring a true story *The Greatest Showman*, Jackman has lived the part and brought to life his character as P.T. Barnum, the founder of the magnificent Barnum & Bailey Circus. LEE TUNG AVENUE has forged ahead with Twentieth Century Fox Film and set *The Greatest Showman* as the main theme for this spectacular festival, heartily presenting an unparalleled Christmas to the public. Furthermore, professional dancers will perform one of the scenes with the original music soundtrack in *The Greatest Showman* to light up the boulevard with festive delights.

An exhibition showcasing 5 costumes worn by the main characters - Hugh Jackman, Michelle Williams from *Brokeback Mountain* (best actress of Golden Globe Award), Zac Efron from *High School Musical* series, Zendaya Coleman from *Spider-Man : Homecoming*, and Rebecca Ferguson from *Mission: Impossible-Rogue Nation* are held at the entrance of Queen's Road East. A 360 ° VR device will be showing the exclusive behind the scene titbits of *The Greatest Showman* with Hugh Jackman's voice over. Our actor and actress will portray *The Greatest Showman* characters to take photos and share the happiness with the public. To embrace the quotation from Barnum in the movie - "Everyone is special", LEE TUNG AVENUE is setting 3 mini stages along the boulevard for the passionate public, to let them perform on stage and unleash their talents.

Movie Trailer : <https://youtu.be/C7B8JTDhpbw>

Movie Information : <http://bit.ly/2iYdLPe>

Snap your remarkable instant in CHRISTMAS TREE SPACEWALK

LEE TUNG AVENUE has long been an impeccable spot, either for festive gathering or gift hunting, for both locals and tourists. This Christmas, magical meteoric starry lights will be showering the boulevard, along which everyone can embrace the festive romance. Up at Central Piazza is a towering 13-meter-tall Christmas Tree with starry interior decorations, of which the inspiration stems from a scene in *The Greatest Showman*. The twinkling illumination and mirrors have the luster multiplied, leading everyone to the embrace of starry mesmerisation.

Supported by Meitu Hong Kong, the brand new Meitu T8s smartphones will be available for the public to take photos. Both front dual lens of T8s are well-equipped with 1.4µm photosensitive pixels. Ambient light will undergo algorithmic analysis, which then intellectually adjusts imperfect illumination, either overexposed or underexposed. Snapping inside CHRISTMAS TREE SPACEWALK will be the best chance for experiencing the fine camera function of T8s. Get the shot printed out by uploading the pictures on Instagram with hashtags #meituT8s and #taxmas, and reserve the wonderful moment at CHRISTMAS TREE SPACEWALK.

Frosting LEE TUNG AVENUE with festive romance

The Romantic Snowy Moment last year was the favorite of the public. To continue magical wintery memories, LEE TUNG AVENUE is bringing the Snowy moment back to the boulevard this year. Along with savoring lip-smacking cuisines with the beloved ones amid the snow-laden environment, the public can roam around under glittering lights and be embraced by romantic snowing breeze of white.

Meanwhile, visitors are invited to join the “LEE TUNG AVENUE X Meitu Hong Kong” photography contest for a chance to win a Meitu T8s smartphone. Snap photos during LET IT SNOW with an animation filter “Bling” in Meitu Xiu Xiu mobile app, and upload the best one on Instagram with hashtags #meitu and #taxmas to join the contest. One Meitu T8s smartphone will be rewarded to the winner whose picture brims over with the spirit of Christmas.

Brimming over with Christmas spirit, sharing joy with shopping promotion

To celebrate the festive season, LEE TUNG AVENUE has prepared complimentary refreshment on selected days to share the joy of Christmas. Also, numerous CHRISTMAS REWARDS offers will be prepared for everyone's gift selection for their love, tenants offers included 40% discount on Bottega Veneta sunglasses at Phd Vision, free tea ball upon selected spending at Florté, 50% off on selected items at GaZ Accessories, to name but a few. On selected days, LEE TUNG AVENUE is transforming the basement into a CHRISTMAS BASEMENT MARKET with goods of all kinds from tenants for customers who wish to bless their love a truly merry Christmas. Customers can also redeem 2 special screening tickets (sessions specified) of *The Greatest Showman* upon spending HK\$2,000 or above at LEE TUNG AVENUE tenants. The top 10 spenders during the promotion period will be rewarded an exclusive LEE TUNG AVENUE Christmas Hamper of HK\$5,000 value.

Christmas Fashion Design Competition with THEi promotes eco-friendly lifestyle

Rounding out the festival, LEE TUNG AVENUE and the Technological and Higher Education Institute of Hong Kong (THEi) jointly honour Christmas with the sustainable fashion design competition. Fashion design students at THEi hence have a platform to celebrate Christmas with their gift in design, and as bonus have the sense of environmental friendliness reinforced in the meantime. Outstanding designs are going to join the feast for our eyes during the parade on 26 December, confidently embellishing the festival with their creativity and talent.

Save The Children Hong Kong X STAEDTLER - sharing warmth on Christmas Jumpers Day

In hopes of bolstering Christmas Jumpers Day of Save The Children Hong Kong, the public are invited to get a Christmas Jumpers card at STAEDTLER. Colour it on the spot to emanate festive brightness and warmth to every corner!

LET IT SNOW!	
Date :	16-17, 23-25, 31 Dec 2017

Time:	<ul style="list-style-type: none"> 1) 3pm to 3:10pm 2) 6pm to 6:10pm 3) 8pm to 8:10pm
Venue :	Central Piazza @ LEE TUNG AVENUE
Activities :	The public can roam around the boulevard under the magical meteoric starry lights and be embraced by the romantic snowing breeze of white.
CHRISTMAS TREE SPACEWALK	
Date :	1-3, 8-10, 15-17, 22-26, 29-31 Dec 2017
Time:	1pm to 9pm
Venue :	Central Piazza @ LEE TUNG AVENUE
Activities :	Step into the gigantic Christmas tree and be mesmerized by the "symphony" of Christmas lights.
THE GREATEST DANCING SHOW	
Date :	24-25 and 31 Dec 2017
Time :	<ul style="list-style-type: none"> 24 Dec: 3:15pm to 4pm 25 Dec: 6:15pm to 7pm 31 Dec: 6:15pm to 7pm
Venue :	Central Piazza @ LEE TUNG AVENUE

Activities :	Dancers will perform one of the scenes with the original soundtrack in <i>The Greatest Showman</i> to sprinkle the boulevard with festive delights.
IT'S YOUR SHOW TIME	
Date :	29 Nov 2017 to 8 Jan 2018
Time:	10am to 10pm
Venue :	Queen's Road East Entrance @ LEE TUNG AVENUE
Activities :	5 costumes worn by <i>The Greatest Showman</i> main characters are exclusively exhibited at Lee Tung Avenue. With 360 ° VR device to let the visitors to experience the exclusive behind the scene titbits of <i>The Greatest Showman</i> with Hugh Jackman's voice over.
CHRISTMAS GREETING IN A NIGHT OF SONG	
Date :	3, 6, 9-10, 15-17, 22-24 Dec 2017
Venue:	Main Stage at Central Piazza @ LEE TUNG AVENUE
Activities :	Spread the Christmas cheer, sing loud for all to hear. Different groups will be here at selected time to greet the festival with the melody that will ring in your ears.
CHRISTMAS REWARDS	
Date :	29 Nov 2017 to 30 Dec 2017
Time:	10am to 10pm

Redemption Location :	Basement 1/F Customer Service Centre @ LEE TUNG AVENUE
Redemption Methods :	<p>1. Shoppers can redeem 2 special screening tickets (sessions specified) of <i>The Greatest Showman</i> at the customer service center upon spending of HK\$2,000#. Redemption is subjected to daily quota, available while stock last.</p> <p>2. During the promotion period, the top 10 spenders with the highest accumulated spending will be rewarded an exclusive Christmas Hamper of HK\$5,000 value.</p> <p>#Redemption is limited at maximum 4 original machine-printed receipts with matching electronic payment sales slips from LEE TUNG AVENUE tenants</p>
CHRISTMAS BASEMENT MARKET	
Date :	9-10, 16-17, 23-25 Dec 2017
Time :	12nn to 8pm
Venue :	Underground Shopping Mall at Basement 1/F@ LEE TUNG AVENUE
Activities :	Down in the basement is CHRISTMAS MARKET with goods of all kinds from tenants for customers who wish to bless their love a truly merry Christmas.

Photos:



An epoch-making Christmas celebration “The Greatest CHRISTMAS SHOW” is created by LEE TUNG AVENUE and Twentieth Century Fox Film. *The Greatest Showman* is coming, magically turning the avenue to be a glorious stage stuffed with festive colours.



Up at Central Piazza is a 13-meter-tall giant CHRISTMAS TREE SPACEWALK with starry interior decoration. With snowflakes frosting the boulevard, everyone will be embraced in the Christmassy festive romance.



Movie Poster of *The Greatest Showman*



The costume of the renowned star Hugh Jackman is exclusively displayed, together with 360° VR device to savor the behind the scene titbits only at LEE TUNG AVENUE.

For more event information, please visit

www.leetungavenue.com.hk/en/happenings/detail/The-Greatest-Christmas-Show/



About LEE TUNG AVENUE

LEE TUNG AVENUE unveils a 200-metre long, tree-lined walkway on Hong Kong Island. It is home to alfresco cafes, gourmet restaurants, and boutiques offering selected local and overseas fashion brands. LEE TUNG AVENUE is also a convenient urban intersection in south Wan Chai, which connects and revitalizes the community. LEE TUNG AVENUE has been critically acclaimed in the industry since its launch, and has won a number of awards, including the “Gold Winner of MIPIM Asia Awards 2016 for Best Retail Development”, “Gold Winner of Marketing Magazine’s PR Awards 2016 for campaign of the Year”, and Silver winner of MARKies Awards for Best Idea in Public Relations”.

More on LEE TUNG AVENUE official website: <http://www.leetungavenue.com.hk>

This press is released jointly by **Oasis Brand Communications Company Limited (OBC)** and **C3 Project Management Ltd. (C3)** on behalf of **Lee Tung Avenue Management Company Limited**. For further media enquiries, please contact:

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