

For Immediate Release

Lee Tung Avenue Presents “Moon Fest Reunion” at Mid-Autumn Festival
Hanging up 650 Tradition Red Lanterns to wish everyone a Blissful Moon Festival
Over 20 Shopping Offers & Different Shopping Rewards up to 20% Rebate

Photos Download: https://drive.google.com/drive/folders/1XKGPw-X4DcSShXzr39AX4v1M_ZED7cc7?usp=sharing



“Moon Fest Reunion” Lanterns Hanging Decoration

To celebrate Mid-Autumn Festival, Lee Tung Avenue at Wanchai delicately established by the Urban Renewal Authority, Hopewell Holdings Limited and Sino Land Company Limited will continue the tradition this year by launching the annual lanterns decoration. Based on the theme “Moon Fest Reunion”, over 650 pieces of customary Chinese traditional lanterns will be hung up along the tree-lined pedestrian walkway from 1 October 2020, implying a pleasant life with blissfulness and consummations. Merriments and abundant wishes are delivered to visitors in such a celebratory ambience.



MOON FEST REWARDS

LTA MEMBER EXCLUSIVE 會員消費獎賞

SPEND TO RECEIVE CASH DISCOUNT COUPONS 憑消費換領現金折扣券

SPENDING 消費

- 01** HK\$100 F&B IN SINGLE TRANSACTION
食肆單一消費滿HK\$100
- 02** HK\$600**
- 03** HK\$1,000**

COUPONS 現金折扣券

- HK\$20** DINING COUPON
食肆現金券
- HK\$100**
- HK\$200**



EXTRA 1 HOUR FREE PARKING^
額外一小時免費泊車^

**Maximum 3 on-day receipts by electronic payment together with original payment stub issued by different shops. 最多三張由不同商戶發出之即日電子消費機印發票及相符之付款簽紙存根。
^members must redeem a free parking promotion upon designated spending to receive additional one hour free parking. 額外一小時免費泊車優惠只適用於已憑指定消費換領免費泊車優惠之會員。



Lee Tung Avenue Member Exclusive Shopping Rewards

Lee Tung Avenue embraces a broad array of retail stores and restaurants. Adjacent to an MTR station, the Avenue enjoys the geographic convenience and has become a popular shopping attraction for both local folks and visitors. LTA Members are exclusively entitled to up to 20% rebate upon dining and shopping at LTA, including getting one HK\$200 cash discount coupon upon HK\$1,000 spending and extra one-hour free parking. A plethora of shops and restaurants also present more than 20 moon cake early bird offers and other up to 50% off Mid-Autumn special offers. Please refer to appendix 1 and 2 for further details.



Popular Stores landing to Lee Tung Avenue

Three world renowned brands, Cocolo, Sephora and Hallmark are landing to Lee Tung Avenue with a series of exciting and exclusive opening offers. Cocolo Tokyo Cake Factory contains no additives for their homemade products. All cakes are made in Japan and deliver to Hong Kong with the leading refrigeration technology. Its best-selling savoury Aomori Apple Pie had attracted long queue on first day of opening. Sephora Mini Mart, the first ever pop-up store of Sephora in Hong Kong, is offering a variety of fun sized “Minis” and selected full sized best sellers of top global beauty brands; Hallmark, the World’s best-known greeting cards manufacturer is bringing in more choices on gifts and cards. Visit Lee Tung Avenue to share your every joyful moment with beloved. Please refer to appendix 3 for more shop information and exclusive offers.

"Moon Fest Reunion" Lanterns Hanging Decoration



Date	From 2020.10.01 (Thu)
Time	10am – 11pm (lights switch on at 5pm)
Location	Along Lee Tung Avenue

Lee Tung Avenue Member Exclusive Shopping Rewards



Redemption Period	2020.09.01 (Tue) – 10.31 (Sat)
Redemption Time	10am – 10pm
Redemption Location	Customer Service Centre, B1/F , lee Tung Avenue
Details	<ol style="list-style-type: none"> 1. Get one HK\$20 Dining Cash Discount Coupon upon HK\$100 F&B spending in single transaction 2. Get one HK\$100 Cash Discount Coupon upon HK\$600 spending 3. Get two HK\$100 Cash Discount Coupons upon HK\$1,000 spending 4. Extra 1-hour free parking <p>* Specific terms and conditions apply, please visit LTA official website for details.</p>



About Lee Tung Avenue

Lee Tung Avenue features a 200-metre tree-lined boulevard on Hong Kong Island. It is home to alfresco cafes, gourmet restaurants and boutiques, offering selected local and overseas brands. Lee Tung Avenue is a convenient urban intersection in south Wan Chai, and connects and revitalizes the community. Lee Tung Avenue has won critical acclaims from Hong Kong and international organizations, including '2017 Fiver Stars Shopping Mall' award at Hong Kong Professional Building Inspectors Academy Awards 2017, 'Top 25 Shopping Mall Events' award selected by Hong Kong Economic Times, Gold Winner of 'Best Idea in Design' and 'Best Idea in Public Relations' at MARKies Awards 2018, Gold winner of 'Traditional Marketing' at 2018 ICSC China Shopping Centre & Retailer Award held by International Council of Shopping Centers.

Lee Tung Avenue Official Website: <http://www.leetungavenue.com.hk>

Follow Lee Tung Avenue Instagram and Facebook:

@leetungavenue #leetungavenue #LTAMidAutumn #利東街

Download Lee Tung Avenue Mobile App and register as member:

IOS: <https://apple.co/2CWseWV>

AOS: <http://bit.ly/2YOUzHZ>

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Appendix 1 - Lee Tung Avenue Moon Cake Early Bird Offers

<p>GET FRESH B04</p>	<p>Getfresh Kitchen Moon Cake HK\$168 up/box Promotion Period: now - 2020.09.18</p> 
<p>MS B'S CAKERY G26A</p>	<p>Maltitol Low Sugar White Lotus Seed Paste Mooncake with Two Yolks (4 pcs) HK\$720 Promotion Period: 2020.09.01-10.01 Pick-up Period: 2020.09.07-10.01</p> 
<p>PASSION BY GERARD DUBOIS G11-12 & F12A</p>	<p>Passion Moon Cake (Exclusive in Lee Tung Avenue) Promotion Period: 2020.09.25-10.04</p> 

<p>SP DANCE G37</p>	<p>20% off on designated gift sets Promotion Period: now - 2020.09.21</p> 
<p>WING WAH CAKE SHOP B34-35</p>	<p>Up to 35% off on mooncakes 月餅低至 65 折優惠 Promotion Period: now - 2020.10.01</p> 

Appendix 2 – Lee Tung Avenue Limited-Time Festive Offers

<p>BUGERISM G06 & F06A</p>	<p>25% off on designated dishes</p> 
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CASKELLS
WHISKY & FINE
SPIRITS
G38

20% off on designated products



CATALO
B37

50% off on designated products



EMACK &
BOLIO'S
G09 -10

Moon Rabbit Ice Cream

Promotion Period: 2020.09.18 - 2020.10.04



GET FRESH
B04

Festive fruit pomelo



Hay!
G01,04,05 &
F01A

30% off on pick-up order



KANEKO
HANNOSUKE
G16

10% off on pick-up order



LUCKY
BLOSSOM
B01

40% off on designated items



MS B'S CAKERY
G26A

Special offer of HK\$250 for Ms B's Charger upon spending of HK\$500



SP DANCE G27

Mr. Bailey



SCENT'SATION
B32

50% off on designated items



THERMOS
B40

3L Shuttle Chef Set
Special Price: HK\$888 (Original Set Price: HK\$2,032)
Promotion Period: 2020.09.18 - 2020.10.04





VIVIENNE TAM
G17

50% off on designated products



Appendix 3 – New Stores Opening in Lee Tung Avenue

<p>COCOLO B36</p>	<p>Opening Hour: 11am – 9pm</p> <p>Exclusive Opening Offer: Special offer of HK\$1 for an orange loaf cake upon spending of HK\$49. Offer is on first-come, first-served basis, available while stock lasts.</p> <p>Promotion Period: now - 2020.09.21</p> 
<p>SEPHORA MINI MART POP-UP STORE G35</p>	<p>Opening Hour: 11am – 9pm</p> <p>Exclusive Opening Offer:</p> <ul style="list-style-type: none"> • Sep 10 to 30 – Bring a friend to sign up as a Beauty Pass Member to get 10% off on next App order and receive deluxe samples per person (quantity based on headcounts). • Oct 1 to 14 – Sign up as Beauty Pass Members and receive a special extra 100 Beauty Pass Points + enjoy a 15% off promo code for next online purchase. • Oct 15 to 31 – Spend HK\$450 or above and enjoy Double Bonus Beauty Pass Points + receive an exclusive promo code for another Double Bonus Beauty Pass Points in next online purchase. 

**HALLMARK
B05-06**

Opening Hour: 11am – 9pm

Exclusive Opening Offer:

- Complimentary Hallmark Tote Bag upon HK\$500 purchase (after discount)
- Complimentary LTA Exclusive “Double Happiness ” Sticker upon any purchase with liking @hallmarkhongkong @leetungavenue Facebook Pages

Promotion Period: now until out of stock

