



For Immediate Release

“Lee Tung Avenue” presents “Through the Lens of Love” In Search of Hong Kong’s Undiscovered Beauty

(Hong Kong – 14 March 2016) Hong Kong is a remarkably photogenic city and those venturing beyond everyday snaps of food and friends can find inspiration in both the natural and urban environment, from cultural buildings and lively streetscapes, to verdant mountains and sparkling seas.

To give photography lovers the opportunity to discover the hidden beauty of Wan Chai District, “Lee Tung Avenue” will hold “Through the Lens of Love” – a series of photographic-related activities to be held from March to September. These activities will include a **photography exhibition by award-winning 19-year-old photographer Kelvin Yuen**; a **Sharing Camera CSR program** with used cameras collected and given to underprivileged kids; a **Beautifood Workshop**, which will present lessons on how to take the perfect food picture; a **photography sharing session and Wan Chai Photo Walk** during Summer holidays; and a **photography competition** will be organized as a finale program. These activities will give participants an opportunity to explore the charm of Wan Chai with master photographers, while learning about the cultural, architecture and food of this intriguing area.

National Geographic Photo Contest winner Kelvin Yuen hosts a photography exhibition

Kicking off “Through the Lens of Love” for “Lee Tung Avenue” on 27 February with “Instameet”, “Lee Tung Avenue” will invite National Geographic Photo Contest 2015 prize-winner (youth group, Taiwan section) , 19 year-old Kelvin Yuen to host a photography exhibition for free where public can enjoy wonderful photographs taken by Kelvin, including his work “The world of a wild child who chases his dream” and “A night in a dream”, along with other photographs of natural Hong Kong, all of which lead us to view the beauty of Hong Kong from a different angle.

Kelvin Yuen “Love Hong Kong, Love Nature, Love Young Talent” Photography Exhibition	
Date :	From 21 March to 30 April 2016
Time :	10am to 10pm
Venue :	Pop up Store at Central Piazza, Lee Tung Avenue

Camera recycling / donation to kids in need

To help children discover more about photography and cultivate their interest in observing the beauty of life and all it has to offer, “Lee Tung Avenue” will join hands with St James Settlement between 21 March and 31 May to collect used cameras, which will be donated to children in need. These underprivileged kids will then have an investment in the beauty of Hong Kong and be able to record life’s best moment with their cameras.

Love Young Talent, inspired to see the World – Camera CSR Program	
Date :	From 21 March to 31 May 2016
Time :	10am to 10pm
Collection Point :	Basement 1/F, Customer Service Centre, Lee Tung Avenue

Beautifood Workshop - learn to take great food photos

Nowadays, sharing food photos on social media is like praying before meal – but how do we capture a good foodie photo to attract most of the Likes? “Lee Tung Avenue” will join hands with Blue Brick Bistro by YOKU MOKU and Benefit Cosmetics Hong Kong, to hold a “Beautifood Workshop” on 16 April (Saturday), to share tips and teach attendees how to take food photos worthy of epicurean magazines. “Lee Tung Avenue” will also invite a makeup artist to share the latest makeup trend with ladies during the workshop. Ladies may learn both food and personal portrait photography tips but more important, the workshop will provide the perfect studio for Instagram husbands and boyfriends to take perfect shots for their love ones.

Beautifood Workshop with Blue Brick Bistro and Benefit Cosmetics	
Date :	16 April 2016 (Saturday)
Time :	3pm to 5pm
Venue :	Shop G35 & F35A, Lee Tung Avenue, 200 Queen's Road East, Wan Chai, Hong Kong (Blue Brick Bistro by YOKU MOKU)



Mechanism :	Upon spending of HK\$300 to redeem 1 Beautifood Workshop ticket ; spending of HK\$600 to redeem 2 Beautifood Workshop ticket - Each person can redeem max. 2 tickets, first come first serve - Up to 2 receipts issued on the same day, 1 receipt in any tenants and 1 receipt must be in basement tenants
Redemption Location :	Basement 1/F, Customer Service Centre, Lee Tung Avenue
Capacity :	30 quotas (first come first serve)

Brilliant young photographer Kelvin Yuen hosts a sharing session and Wan Chai Photo Walk

In addition, “Lee Tung Avenue” will organize a photography sharing session and Wan Chai Photo Walk with Kelvin Yuen during summer holidays to share his thoughts. He will also share his photo-shooting skills and techniques in order to inspire teenagers to explore the natural beauty Hong Kong through the lens of their cameras. A photography competition will be organized as a finale program. . Stay tuned!

– The End –

About “Lee Tung Avenue”

“Lee Tung Avenue” brings a new 200 meter-long, tree-lined pedestrian street to Hong Kong. “Lee Tung Avenue” is lined with sidewalk cafes, innovative restaurants, local and foreign fashion brands, and many other specialty shops. It is conveniently accessible from downtown and cherishes its close connection with the local Wan Chai South community. Its development has reinvigorated Wan Chai, one of Hong Kong’s most historic districts.

This press release was distributed by **Strategic Communications Consultants Limited (SCC)** on behalf of the **Lee Tung Avenue Management Company Limited**. For further media enquiries, please contact:

Strategic Communications Consultants Limited (SCC)

Tracee Wu
Tel: (852) 2114 4347 / 6908 0705
Fax: (852) 2114 0880
Email: tracee.wu@sprg.com.hk

Michelle Li
Tel: (852) 2114 4321 / 9375 2709
Fax: (852) 2114 0880
Email: michelle.li@sprg.com.hk