

Press Release

Immediate Release

Lee Tung Avenue presents “Lanterns to the Moon”

**Over 688 Traditional Lanterns Colorful Lanterns shining the light of Chinese tradition
Dreamcatcher x Make-A-Wish Hong Kong launch “Charity Market – Handcrafted Avenue”
Multiple spending rewards and New Store Openings bring festive surprise to everyone**



Download Photos : <https://bit.ly/3tC6k4m>

【Hong Kong – 12 September 21】 The approaching Mid-Autumn Festival is the best time to have a reunion with family or friends. In this case, people need to look for a place readily reachable by public transportation and at the same time filled with festive atmosphere, where we can enjoy decent food, beverage, and shopping. Lee Tung Avenue, which is established by the Urban Renewal Authority, Hopewell Holdings, and Sino Land, is the best choice.

At the Mid-Autumn Festival this year, over 688 colorful lanterns will be hung on every corner of the boulevard, transforming it into a unique festive check-in hotspot. Meanwhile, LTA is

cooperating with Dreamcatcher and charity Make-A-Wish Hong Kong to launch a charity market – Handcrafted Avenue, which exhibits various handcrafts in collaboration with over 30 local units to raise funds for children in sickness and realize their wishes. Coupled with a series of festive events and surprise offers from merchants in the venue, every visitor can enjoy a fun and warm festival.

Colorful Lanterns shine the light of Chinese tradition to Lee Tung Avenue





From traditional folk handcrafts used for lighting to traditional festive symbols, colorful lanterns have long been one irreplaceable symbol of the Mid-Autumn Festival. From September 11 to October 25, more than 688 colorful lantern decorations will be hung along LTA. The lanterns may shine in red, pink, green, and purple, so LTA will be beaming with festive mood. The scenery at night will be particularly splendid. The gorgeous sea of lights combine with Chinese and Western architectural features on both sides, making LTA an eagerly-anticipated check-in hotspot in town.

Dreamcatcher x Make-A-Wish: Charity Market – Handcrafted Avenue





During the Mid-Autumn Festival, LTA is partnering with Dreamcatcher and Make-A-Wish Hong Kong to launch the Charity Market – Handcraft Avenue for two consecutive weekends from September 11th to 12th and 18th to 19th. More than 30 local handcraft units will join and set up stalls here, including OYTY Handmade Leather Studio, ESORA, bi clay, Woody Madam, Chill House, Happy Soap, Tinyfuzzball, By” Overthinking、H House - Health & Lifestyle Store. They will bring all kinds of handmade soaps, scented candles, paintings, clothing, jewelry, and even ketogenic foods for everyone. Portion of the proceeds will go to the charity Make-A-Wish Hong Kong to spread love and warmth to people at every corner. Moreover, the charity market is hosting a DIY lantern workshop on September 18th and 19th and you only need to donate a specified amount to participate. Visitors who enter the venue are required to follow COVID-19 prevention arrangements, including wearing masks, maintaining social distancing, scanning the QR code of “Leave Home Safe,” etc. The charity market is subject to change or cancellation due to weather conditions and the pandemic. Please pay close attention to the social media of LTA for the latest information.

Take Instant Photos! Capture the moment in a flash

During the Mid-Autumn Festival, LTA will provide various festival-related activities. Moreover, there will be instant photo service on September 18, 19, 25, 26, and October 1 to 3 for a total of seven days. Visitors only need to follow the social media of Lee Tung Avenue to take a photo for free. You may want to use some festival props and take some funny pictures.



Charity shooting project

To give more meaning to the festive season, LTA decides to benefit the community. The Aisle is invited to provide free charity filming services for the elderly with dementia and their families at St. James' Settlement. Taking a family picture, capturing the memorable and warm moments under the skyful of lanterns, the authentic and unfailing meaning of this traditional festival is highlighted again.

Enjoy Festive Sales



In addition to festive events, LTA is providing various spending rewards. Customers who spend over HK\$800 at LTA in September can redeem a total of HK\$100 dining and shopping vouchers, and those who spend HK\$1,500 can redeem a total of HK\$200 dining and shopping vouchers. Further, customers can enjoy additional vouchers of up to HK\$320 from designated merchants when spending with the four major e-payment tools, including Octopus, WeChat Pay HK, Tap & Go, and Alipay Hong Kong.

In October, customers who spend over HK\$1,000 at LTA can redeem a total of HK\$100 dining and shopping vouchers, and those who spend HK\$1,800 can redeem a total of HK\$200 dining and shopping vouchers. Register as an LTA member for free, and you can enjoy an extra hour of free parking in September and October, so that everyone can have longer and happier festive enjoyment.

Special Mooncakes & Festive Foods from selected merchants at LTA



LTA has long been collecting many well-known food and beverage brands, several of which are offering mooncakes for this festive season. Some are even providing early-bird discounts, such as Passion, Rakuraku Ramen, SP Dance, Gong Fu Teahouse, and YOKU MOKU.

Numerous other brands also mean to launch seasonal products and offers. For example, SP Dance, which creates delicious camellia delicacies, has Jinxuan tea, red dates, and wolfberry mooncakes and “Love · Learn · Inherit” charity mooncake gift boxes. All proceeds generated from the gift box will go to the Caritas Institute of Higher Education for adolescent development support. Besides, the popular Crêpe Delicious (Urban Cafe) is specially offering family-sized ice cream, which serves best with the classic sweet crepes series. You can therefore share extra sweetness with family. The Say Cheese! orange- and cheese-flavored Fresh crepes are a must-try. Smoked crepes topped with orange flesh, candied orange slices, orange caramel sauce, and cream cheese sauce, make the crepes sweet, sour, and refreshing. The tasty Mid-Autumn Festival should be expected!

New stores enter LTA bringing endless surprises






To bring the public a sense of freshness, LTA continues to have many new merchants. The new entrants this fall includes 1011 TEABAR hosted by Stephy Tang, A BOUTEA which inherits authentic Hong Kong-style milk tea, the local natural skincare brand S.Dermedique, Luxury Lifestyle Awards 2021 winner and Paris Jewel brand Sharon-I and popular toy boutique Pig Farmer. Here you can find everything from food and beverage to entertainment and enjoyment!




Lanterns to the Moon	
Date :	2021.9.11-2021.10.25
Time :	8am to 10pm (Light On at 5pm)
Venue :	Along LTA
Details :	More than 688 colorful lantern decorations in red, pink, green, and purple will be shining every corner of LTA and highlighting its unique traditional features.
Dreamcatcher x Make-A-Wish: Charity Market – Handcrafted Avenue	
Date :	2021.9.11-12 · 18-19
Time :	12 noon to 7pm
Venue :	Along LTA
Details :	LTA will cooperate with Dreamcatcher and Make-A-Wish Hong Kong to launch the Charity Market – Handcraft Avenue, where numerous local handcraft units will join and set up stalls selling all kinds of handcrafts. All proceeds will go to the charity Make-A-Wish Hong Kong.
DIY Lantern Charity Workshop	
Date :	2021.9.18-19
Time :	12 noon to 7pm
Venue :	LTA' s Atrium
Details :	Participants only need to donate a specified amount to join the workshop and make himself or herself a unique and customized lantern.
Take Instant Photos!	
Date :	2021.9.18 、 19 、 25 、 26 & 2021.10.1-3
Time :	3pm to 7pm
Venue :	Along LTA
Details :	Visitors only need to follow the social media of Lee Tung Avenue to take a photo for free.

* The event subject to change due to weather conditions and the pandemic. Please pay close attention to the social media of LTA for the latest information.

Mid-Autumn Festival mooncakes from selected merchants			
Shops	Locations	Special Mooncakes & Festive Foods	Reference Photos
Crêpe Delicious (Urban Cafe)	G26 & F26A	Brand new family-sized home-made ice cream (500ml)	
Passion	G11,12, F12A	Full Moon Precious Indulgence	
Rakuraku Ramen	G30	TGG Savor•Autumn Mooncakes	
SP Dance	G37	"Love · Learn · Inherit" charity mooncake gift box	
Gong Fu Teahouse	B08-09	Gong Fu Teahouse x Chocolate Rain Flowing Custard Mooncakes	
YOKU MOKU	G07	Special Selection Autumn Gift Box	

Tai Tung Bakery	B02-03	Tai Tung Mooncake Series	
Wing Wah Cake Shop	B34-35	Wing Wah Mooncake Series	

New Entrants to LTA			
Shops	Locations	Shop Features	Reference Photos
1011 TEABAR	G39	1011 Teabar brings together a revitalizing new concept of bar and tea drinking. A resting spot for you to rejuvenate while navigating the hectic lifestyle of this concrete jungle. Whether you choose to Sip tea or Sip wine, you will find your tranquility with every Sip here.	
S.Dermedique	B01	S.Dermedique is a Hong Kong professional skincare brand. Products are all-natural, safe and efficacious, and are used in the entire facial care. The concept of "Qi for Beauty and Health" is compatible with Qi exercises and smart body warming equipment. It promotes the smooth flow of the Ren Du and Du channels of human body and improves physical health. The movement of qi will also increase the	

		penetration power of skincare products, hence the skin looks youthful and bright.	
A BOUTEA	B14	A tea brand originating from Hong Kong, inherits the authentic Hong Kong-style milk tea production technology, and uses decent water, tea and milk as raw materials. Each cup is full of the maker's ingenuity and warmth.	
Sharon-I	G08	Sharon-I, an award-winning high-end jewellery brand from Paris, has been focusing on high-end design and has set up high-end customized services to show unique personal style.	
Pig Farmer	B41	Pig Farmer is a dream place of cuteness and coolness for all age groups. From blind box figurines to rare collectible art toys, from local brands and artist to global favourites, it aims to bring unlimited joy and surprise to customers. Growing boxes of happiness!	

About Lee Tung Avenue

Lee Tung Avenue brings a new 200-meter-long, tree-lined pedestrian walkway to Hong Kong Island. The avenue is home to sidewalk cafes, gourmet restaurants, and local and overseas fashion outlets. It is also gaining fame for its large variety of lifestyle activities. Lee Tung Avenue is conveniently accessible from downtown via all forms of transport. Lee Tung Avenue prides itself on its close connection with local communities and revitalizing traditional Wan Chai, while becoming a focal point of Wan Chai South.

Lee Tung Avenue has won critical acclaims from Hong Kong and international organizations, including Glod winner of “Best Media Event” , “Best Use of Venue” and “Best Event – Corporate Social Responsibility” at Marketing Magazine Marketing Event Award 2020, Glod winner of “Best Use of Experiential Marketing” at Loyalty & Engagement Award 2020, Gold winner of “Sales Marketing & Event” at 2019 ICSC China Shopping Centre & Retailer Award held by International Council of Shopping Centers and more.

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

Follow LTA Instagram: [@leetungavenue](#)

#leetungavenue #LTACNY #ButterfliesofHope #BlessingLanterns

#leetungavenue #LTAmidautumn

This press release is prepared by Oasis Brand Communications Company Limited. (OBC) on behalf of Lee Tung Avenue Management Company Limited. For any enquiries, please contact:

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