

For immediate release

25 November 2021

**Lee Tung Avenue Presents “Shine Like a Princess”
Installations of 12 Disney Princesses and
10m-tall Christmas Tree Fill the Avenue with Glamour
Festive Lights and Christmas Tunes to Recreate Disney Princess-themed
Ballroom**



[Hong Kong, 25 November 2021] Lee Tung Avenue is inviting fans in town to the “Shine Like a Princess” party that runs from today to 2 January 2022. Paying tribute to 12 beloved Disney princesses, the Christmas campaign features a range of large-scale installations, measuring 5 metres in height, with 12 sets of splendid lighting, bringing to life the well-known, positive tales of the Disney heroines. Nearby, a 10m-tall Christmas tree is serving as an iconic festive backdrop. Meanwhile, the entire Lee Tung Avenue is decorated with crown-motif lights, which will be switched on from 5pm every day to reveal the enchanting charm of the Disney princesses. Revellers can also expect to be transported to the magical wonderland of Disney in the light and music show, staged from 6pm to 10pm daily to fill the air with famous tunes from Disney princess musicals and classic Christmas melodies. Better still, Lee Tung Avenue



will set up a winter Christmas village where gastronomy meets art and philanthropic causes. Families, friends, couples and in fact everyone is welcome to join the event for a truly unforgettable Christmas!

Gorgeous decorations and music bring stories of 12 Disney princesses to life

The centrepiece, to be found at the atrium of Lee Tung Avenue, is a range of 5m-tall installation and 12 sets of light decorations. Each of the installations represent a Disney princess: the gentle, inquisitive Aurora; the optimistic, unshakable Cinderella; the kind-hearted, loving Snow White; the convivial, resolute Ariel; the gentle, sympathetic Belle; the clever, courageous Jasmine; the brave, perseverant Mulan; the free-spirited, adventurous Merida; the unwavering, fearless Rapunzel; the daring, selfless Moana; the active, adventure-loving Pocahontas; and the aspiring, responsible Tiana. A symbol of determination, the gleam with the silhouettes of the Disney heroines, revisiting their stories of kindness and bravery to spread positive vibes.

Another photo backdrop is a 10m-tall giant Christmas tree, also located at the atrium. Meanwhile, the entire Lee Tung Avenue will be adorned by lighting decorations featuring the Disney princesses' crowns. To complete the experience, famous songs from Disney Princess musicals will be played every 20 minutes daily from 6pm to 10pm.

During the campaign period, shoppers stand the chance to win a 12-month Disney+ with HKBN 1000M Broadband Service Plan (valued at HK\$3,732) by uploading a photo taken at Lee Tung Avenue on Instagram and Facebook with the hashtag #LTAXmas2021. Details will be announced on the social media channels and website of Lee Tung Avenue.

On another note, Lee Tung Avenue is a partner of BODW CityProg 2021 organised by the Hong Kong Design Centre. It is going to celebrate creativity with exceptional designs and innovative ideas with the public.

Dress up and join the princesses at the glamorous party

Shoppers are invited to put on their best party outfits! On 4, 11, 18, 25, 26 and 27 December, by liking the social media pages of Lee Tung Avenue, they can have an instant photo taken for free, and even take a home a fabulous gift when they spend HK\$300 or more in a single transaction at Lee Tung Avenue.

Enjoy warming winter delicacies

Between 24 and 26 December, the Christmas food trolley at Lee Tung Avenue will be giving away hearty delights including sugar roasted chestnuts and baked sweet potatoes to honour the season of sharing.



Watch snow fall on Lee Tung Avenue

Artificial snow will be falling on Lee Tung Avenue from 23-26, and 30-31 December and 1-2 January. Bring loved ones for a stroll and take photos against the captivating, surreal backdrop!

Celebrate Christmas with cheery tunes

On 11, 12, 18, 19, 24, 25 and 26 December, over 15 charities and performing troupes will present Christmas carols, dance and other performances at Lee Tung Avenue.



Support “Make-A-Wish Hong Kong’s Disney Princess-themed Charity Sale” to help sick kids turn their wishes into reality

Make-A-Wish, the world’s largest wish-granting charitable organisation, strives to fulfil dreams of children aged 3-17 with critical illnesses in a life-changing experience filled with hope, strength and joy. With support from The Walt Disney Company, the organisation is organising a charity sale at Lee Tung Avenue, offering a series of memorabilia themed on the much-loved Disney princesses including the “Give Strength Umbrella”, “Give Hope Tote Bag”, “Give Happiness Gold Flag” and “Wishmas Bracelet and Earrings Set”. With the kindness and courage demonstrated by the Disney princesses, Make-A-Wish hopes to energize and inspire Wish Children to combat their illnesses with positivity and strength!



Online colouring contest for children to unleash creativity and win coupons

Children can unleash their artistic talent in the Christmas online colouring contest. The champion will receive up to HK\$1,000 in coupons from Lee Tung Avenue. Details will be announced on the shopping street’s social media channels and website.



Christmas-exclusive Disney Princess merchandise and Christmas shopping offers

Shoppers will be spoiled for choice by a wide array of limited-time-only princess-themed products and Christmas goodies* from Lee Tung Avenue merchants, including:

- “Strawberry Garden” from Crêpe Delicious (Urban Cafe) – Homemade strawberry yogurt crêpe (Christmas Princess Edition), Classic Hot Chocolate & Hot Cappuccino (Christmas Princess Edition)
- “Snowy Fairy Tale” bouquet from Flourish Flowers
- Disney reversible plush, Disney Princess glass, The Little Mermaid seashell snow globe and Disney Princess throw blanket from Hallmark
- Christmas-exclusive Disney Princess nail arts from Nail Bar
- Disney Princess snow globe from Pig Farmer

*For details of the Christmas shopping offers, please refer to the appendix.

During the promotional period, shoppers will receive a winter stamp with every HK\$100 spending* in a single transaction made by e-payment at any Lee Tung Avenue merchant. With every 45 winter stamps, they can redeem a set of Disney Princess Collection Collectible Cards (12 cards in total). Customers will also receive a calendar card by showing to the customer service ambassadors that they are following Lee Tung Avenue on social media.

For Lee Tung Avenue members, they can also redeem up to HK\$200 in coupons with a HK\$1,000 or HK\$1,800 e-spending by presenting the receipts to the Customer Service Centre, and enjoy one extra of hour of free parking by spending a designated amount.

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 Gold winner of “Best Media Event”, “Best Use of Venue” and “Best Event – Corporate Social Responsibility” at Marketing Magazine Marketing Event Award 2020, Gold 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 website: <http://www.leetungavenue.com.hk>



Venue:	Central Piazza
Details:	Soak up the festivity of winter in the snow drifting spectacle, where you can take a romantic stroll down the shimmering Christmas avenue in the fall of snow with your loved!
Christmas Caroling	
Date:	11, 12, 18, 19, 24 – 26 December 2021
Time:	11am – 6:30pm
Venue:	Central Piazza
Details:	This year, over 15 charities and troupes will heat up the festive holiday with Christmas carols, dance and other performance at Lee Tung Avenue.
Make-A-Wish Hong Kong Disney Princess Charity Sale	
Date:	25 November 2021 – 2 January 2022
Time:	10am – 10pm
Venue:	B1/F Customer Service Centre
Details:	With the support from The Walt Disney Company, the foundation offers a unique series of memorabilia themed on the much-loved Disney princesses for charity sale at Lee Tung Avenue. They include ‘Give Strength’ Umbrella, ‘Give Hope’ Tote Bag, ‘Give Happiness’ Gold Flag and Wishmas Bracelet and Earrings Set.

Selected Thematic Goodies and Limited Offers			
Merchant	Location	Merchandise	Reference photo
Benefit	G34B	Merry 'N Precise - Christmas Gift Set (brow pencil Shade No.3 / Shade No.4)	
Bose Pop-up Store	G35	Offer 1: Complimentary Bose Stainless steel water bottle or Bose GYM bag upon spending HK\$1000 or above. Offer 2: Complimentary Qi wireless charger upon purchase of Bose QuietComfort Earbuds	
Caskells Whisky & Fine Spirits	G38	Up to 20% discount on CASKELLS and Hepburn's Choice whiskies	
Crêpe Delicious (Urban cafe)	G26 & F26A	'Strawberry Garden' - Homemade strawberry yogurt crêpe (Christmas Princess Edition)	
Cocolo Tokyo Cake Factory	B36	A giftbox of 4 pies (3 apple pies +1 designated pie)	

LEE TUNG AVE
街東利

Flourish Flowers	B30	'Snowy Fairy Tale' bouquet (Available from 22nd November to 28th December, order must be made 4 days in advance)	
Hallmark	B05-06	Disney reversible plush	
		The Little Mermaid seashell snow globe	
Nail Bar	B11	Christmas-exclusive Disney Princess nail arts	
Passion	G11-12 & F12A	Panettone Gugelhupf	
Pig Farmer	B41	Disney Princess snow globe	

PizzaExpress	G31 & F31A	A free glass of pomegranate soda upon a HK\$200 dine-in à la carte order	
Sharon I	G08	Up to 15% off on selected accessories	
山手作	G09-10	10% off on nougats	
THE ELEPHANT	G36	35% off on Haircut, Coloring and Treatment (Appointment is required)	
Yoku Moku	G07	Buy-2-get-1-free on holiday giftboxes of 26 assorted cookies and holiday deluxe giftboxes of 46 assorted cookies	

All the above offers are subject to terms and conditions. In case of dispute, Lee Tung Avenue Management Company Limited and the abovementioned merchants reserve the final right of decision.