



For immediate release

Lee Tung Avenue Presents “Lanterns-Lit Year of the Rabbit” Colourful Lanterns & Rabbit Ornaments Beckon Good Fortune Master-Led Traditional Chinese Art Workshops & Spending Rewards



Download photos here: <http://bit.ly/3lkdpQu>

(Hong Kong, 4 January 2023) Soon it will be Lunar New Year, one of the most important festivals in Hong Kong. As a popular place for festive celebrations, Lee Tung Avenue will be greeting the public with “Lanterns-lit Year of the Rabbit” from 13 January to 10 April 2023, which will turn the 200-metre walking street into an atmospheric outdoor destination.

In addition to 688 eye-catching traditional Chinese red lanterns, the street will be adorned with glittering sequins in gold and red, colours associated with prosperity and happiness. Every day at 5pm, the lanterns will be switched on to create a truly festive scene, best for photo-taking and gatherings with family and friends.

With the Year of the Rabbit coming up, the gentle, adorable animal will be a common sight at Lee Tung Avenue: sculptures of rabbits holding small lanterns on the nostalgic lampposts across the shopping street, and a light installation of a family of five rabbits at the Central Piazza symbolising *ng fook lam moon* (five blessings entering one’s home).



The light installation of a family of five rabbits at the Central Piazza symbolises *ng fook lam moon* (five blessings entering one's home).



Colourful sculptures of rabbits holding small lanterns are installed on the lampposts along Lee Tung Avenue.

Red Envelopes Inspired by Iconic Lee Tung Avenue Elements



Inspired by its unique architectural characteristics, Lee Tung Avenue has designed an exquisite set of red envelopes this year. Iconic European-style terraces and vintage-style lampposts are juxtaposed with the shopping street's signature festive elements like begonia and traditional red lanterns. Incorporating the concept of Chinese paper cutting, the set of red envelopes is a tribute to traditional Chinese art and craftsmanship.

Between 8 and 21 January 2023, shoppers can redeem one set (eight envelopes per set) of the limited-edition red envelopes by spending HK\$500 or more at Lee Tung Avenue with an electronic payment method.

CNY Spending Rewards

To drum up the festivities, between 8 January and 28 February 2023, shoppers can redeem one HK\$50 dining discount coupon and one HK\$50 shopping discount coupon upon spending HK\$1,000 at Lee Tung Avenue with an electronic payment method.



On 14 and 15 January 2023, Lee Tung Avenue will be organising various cultural activities for the public to celebrate the festive season and immerse in traditional Chinese culture.

Sugar Blowing Workshop

The art of sugar blowing dates back to over 600 years ago. In 2014, the blown sugar technique was included in the first Intangible Cultural Heritage Inventory of Hong Kong. Due to dwindling interest among the younger generation to succeed the trade, the art form is in danger of disappearing.



To introduce this invaluable cultural heritage to the public, Lee Tung Avenue has invited sugar blowing artist Clemen Lo to host a workshop, where she will demonstrate different sugar blowing techniques like kneading and pulling and guide the participants to make a tangerine sculpture with maltose. Shoppers can redeem one spot in the workshop by presenting an electronic payment receipt(s) from the same day issued by a Lee Tung Avenue shop(s).

In 2019, Clemen Lo participated in the Jockey Club ICH+ Innovative Heritage Education Programme initiated by Lingnan University and Hong Kong Art School, during which she trained under a sugar blowing artist for a year and helped promote the art at secondary schools. In 2020, Lo set up the.sugar.art to raise awareness of and pass on the art through taking part in exhibitions and organising workshops, and incorporating modern, creative elements into the traditional art form.

Chinese Paper-Cutting Workshop

Chinese paper cutting is a well-kept traditional folk art. During important festivals and celebrations like weddings, Chinese people like to use auspicious patterns cut out from bright red paper to decorate their homes. To celebrate the arrival of spring, Lee Tung Avenue has invited renowned Chinese paper-cutting artist Li Yun Xia to host a workshop, where she will explain and demonstrate paper-cutting techniques and guide the participants to cut a few Lunar New Year patterns including lantern and rabbit. Shoppers can redeem one spot in the workshop by presenting an electronic payment receipt(s) from the same day issued by a Lee Tung Avenue shop(s).



At the age of six, Li Yun Xia began learning paper cutting with her grandmother and mother, both paper-cutting artists themselves. Li has won awards in a great number of international and national competitions and is listed in *Who's Who in the World (Chinese Volume)* and many other national and international biographical dictionaries.

Free Fai Chun Written by Calligrapher on Site

Lee Tung Avenue has invited calligrapher Adrian Lau to write *fai chun* for those visiting the shopping street on 14 & 15 January 2023. Members of the public can get one *fai chun* for free simply by following Lee Tung Avenue on social media.



Lunar New Year Programmes at Lee Tung Avenue

Meanwhile, various festive programmes including gift distribution by the God of Wealth, food truck and photo-taking with lion dance will be held at Lee Tung Avenue during the Lunar New Year.

Lanterns-Lit Year of the Rabbit	
Date	13 January to 10 April 2023
Time	10am to 10 pm (Lanterns switched on from 5pm)
Location	Along Lee Tung Avenue
Contents	 <p>688 traditional Chinese lanterns and glittering sequins decorate the tree-lined shopping street, while rabbit installations can be found on the lampposts and the Central Piazza, providing abundant festive photo spots.</p>
Sugar Blowing Workshop	
Date	14 & 15 January 2023
Time	2pm to 3pm (one session only)
Location	Central Piazza, Lee Tung Avenue
Contents	 <p>Sugar blowing artist Clemen Lo will demonstrate techniques like kneading and pulling, and guide the workshop participants to make a tangerine sculpture with maltose. Shoppers can redeem one spot in the workshop by presenting an electronic payment receipt(s) from the same day issued by a Lee Tung Avenue shop(s).</p>
Chinese Paper-cutting Workshop	
Date	14 & 15 January 2023
Time	2pm to 4pm (one session every 30 minutes)
Location	Central Piazza, Lee Tung Avenue
Contents	 <p>Renowned Chinese paper-cutting artist Li Yun Xia will demonstrate paper-cutting techniques and guide the workshop participants to cut Lunar New Year patterns such as lantern and rabbit. Shoppers can redeem one spot in the workshop by presenting an electronic payment receipt(s) from the same day issued by a Lee Tung Avenue shop(s).</p>

Fai Chun Giveaway

Date 14 & 15 January 2023

Time 2pm to 4pm

Location Central Piazza, Lee Tung Avenue

Contents



Calligrapher Adrian Lau will be writing *fai chun* at Lee Tung Avenue. Simply follow Lee Tung Avenue on social media to obtain one *fai chun*.

Performance by Tom Lee Music Academy

Date 15 January 2023

Time 2pm to 4pm

Location Central Piazza, Lee Tung Avenue

Contents



Instructors from Tom Lee Music Academy will lead the Tom Lee Children's Choir and students of the academy to perform festive tunes.

Take Photos with Lion Dance Costumes

Date 19 to 25 January 2023

Time 9am to 7pm

Location Central Piazza, Lee Tung Avenue

Contents



During Lunar New Year, lion dance costumes will be displayed at Lee Tung Avenue. Together with the iconic red lanterns, it will be an unmissable photo spot.

Lion Dance Procession	
Date & Time	22, 23 & 25 January 2023 2pm to 3pm 24 January 2023 4:30pm to 5:30pm
Location	Along Lee Tung Avenue
Contents	 <p>From the first to the fourth day of the Year of the Rabbit, Lee Tung Avenue will be staging spectacular lion dances to ring in the Year of the Rabbit with the community amidst magnificent sounds of drums and gongs.</p>
New Year Food Carriage	
Date	21 to 25 January 2023
Time	2pm to 5pm
Location	Along Lee Tung Avenue
Contents	 <p>Follow us on Lee Tung Avenue social media and enjoy the traditional snack!</p>
Greetings from the God of Wealth	
Date	21 to 25 January 2023
Time	2pm to 5pm
Location	Along Lee Tung Avenue
Contents	 <p>Find the God of Wealth at Lee Tung Avenue for not only his blessings but also free candies and mini lanterns. Shoppers just need to follow Lee Tung Avenue on social media to receive a mini lantern for free.</p>

Dragon & Lion Dance Spectacular	
Date	3 February 2023
Time	11am to 1pm
Location	Along Lee Tung Avenue
Contents	 <p>A spectacular dragon and lion dance accompanied by the God of Wealth will parade through Lee Tung Avenue and send blessings to the public.</p>

CNY Shopping Offers

Selected shops at Lee Tung Avenue are rolling out a variety of special offers during the Lunar New Year to pamper shoppers.

Shop	Offer	Image	Promotion Period
Shan Shau Jok G09	Buy one SSJ Fook Set-Red (400g) + one SSJ Mini Fook Set (200g) at the special price of HK\$298 and receive one box of SSJ Peanut Crunchy (150g) for free		Until 25 January 2023 (Available on a first-come, first-served basis while stocks last)
YOKU MOKU G07	Buy-two, get-one-free with HK\$30 discount per set on Cookie Assortment New Year Edition 20 pcs (original price: HK\$298 per box)		Available on a first-come, first-served basis while stocks last

<p>SP Dance G37</p>	<p>12% off the Prosperous & Splendid Gift Box Series</p>		<p>1 to 16 January 2023</p>
<p>Cocolo Tokyo Cake Factory B36</p>	<p>Special price of HK\$128 on pie set of four (three apple pies and one designated pie)</p>		<p>8 to 29 January 2023</p>
<p>Les Halles G18</p>	<p>Special price of HK\$50 for two packs of Bret's chips (no MSG) 125g (original price: HK\$35 per pack)</p> <p>Available flavours: Traditional Guerande Salt/ Comte (Jura) Cheese/Cepes/Aioli Garlic</p>		<p>1 to 31 January 2023</p>
<p>Hallmark B05</p>	<p>A free pack of Forever Friends red envelopes upon net spending of HK\$200 or above</p>		<p>1 to 31 January 2023 (Design allocated randomly, first-come, first-served while stocks last)</p>

About Lee Tung Avenue

Lee Tung Avenue brings a 200-metre-long tree-lined pedestrian walkway to Hong Kong Island. Home to sidewalk cafes, gourmet restaurants, and local and international brands, the avenue is gaining fame for its large variety of lifestyle activities. Conveniently accessible from downtown via all forms of transport, Lee Tung Avenue is a focal point of Wan Chai South. It prides itself on its close connection with local communities and constantly injects vitality into the traditional district.

Lee Tung Avenue has won critical acclaims from Hong Kong and international organisations. It has won gold awards in “Best Media Event”, “Best Use of Venue” and “Best Event – Corporate Social Responsibility” at Marketing Magazine Marketing Event Award 2020, a gold award in “Best Use of Experiential Marketing” at Loyalty & Engagement Award 2020, and a gold award in “Sales Marketing & Event” at the 2019 ICSC China Shopping Centre & Retailer Award organised by International Council of Shopping Centers, among others.

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

Follow Lee Tung Avenue on Instagram: @leetungavenue

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For further media enquiries, please contact:

Agnes Chang

Tel: 9329 1445 / 2640 9018

Email: agneschang@leetungavenue.com.hk

Kat Pang

Tel: 9014 0036 / 2640 9190

Email: pangman@leetungavenue.com.hk