

LEE TUNG AVENUE and The East jointly celebrate Chinese New Year

“Auspicious Year of the Pig” at LEE TUNG AVENUE and

“The Golden Piggy Gala” at The East offer prosperous wishes for everyone



Photo Link: https://drive.google.com/drive/folders/1C089HYII-AIF5JzNI18kjcLza_a3XEr0?usp=sharing

(Hong Kong – xth January 2019) To welcome a remarkable new season of celebration, LEE TUNG AVENUE in Wan Chai, a joint project between Urban Renewal Authority, Hopewell Holdings Limited and Sino Land Company Limited, is embracing the Year of the Pig with Hong Kong's largest outdoor New Year walkway from 29th January to 28th February 2019. Entitled “Prosperous and Auspicious Year of The Pig”, this festive walkway features 668 large red and gold lanterns, which symbolise the wish for a bright and joyful future. The tree-lined walkway is also adorned with 238 gold coins, representing fortune and prosperity. In the Central Piazza of LEE TUNG AVENUE, a large piggy “Prosperous and Auspicious Year of The Pig” offers auspicious greetings and blessings for a wealthy and fruitful year ahead. Meanwhile, The East in Wan Chai—the sleek dining and shopping landmark comprising Hopewell Centre, QRE Plaza, Wu Chung House and GARDENEast—is sharing best wishes for a joyful New Year by showcasing a group of golden little piggies, peach blossoms and giant gold coins. Both LEE TUNG AVENUE and The East are also proud to be cooperating with the Hong Kong Deposit Protection Board in its “Save with Confidence • An Auspicious Year of the Pig” Public Art Exhibition campaign by displaying 66 artistic piggies. Come and experience the

inspirational pleasures and auspicious delights of LEE TUNG AVENUE and The East this Chinese New Year, where Hong Kong's coolest check-in points await you!

Lucky lanterns and gold coins light up LEE TUNG AVENUE

LEE TUNG AVENUE is once again welcoming the Chinese New Year with fantastic new installations. This year, the lucky numbers 668 (which is a homophone of "all the way to wealth" in Chinese) and 238 (which shares the same pronunciation as "wealth comes generously" in Chinese) have been applied to ingenious effect. Featuring 668 large red and gold lanterns, which depict the wish for a bright and satisfying future, and 238 gold coins, LEE TUNG AVENUE offers visitors the ultimate festive indulgence. The image of coins has been common in Chinese culture since time immemorial. As "wealth" is homophonic to "before" in Chinese, and the round hollow shape of a coin looks like an eye, they together signify "wealth is before your eyes". By walking along the Avenue beneath fabulous lanterns filled with blessings, visitors can enjoy a dazzling spectacle and share auspicious festive moments with friends and loved ones.

In Chinese tradition, it's also common for parents to prepare a lantern, which is a symbol of a prosperous future, for their children in the first month of the academic year. Teachers light this lantern in the hope of the students achieving a bright future. Moreover, "lighting up lanterns" and "having a new-born baby" are homonyms in Chinese, making LEE TUNG AVENUE the perfect place for families and prospective parents to come and make a wish for both wealth and children!

"Prosperous and Auspicious Year of The Pig" at LEE TUNG AVENUE blesses all parents and parents-to-be

LEE TUNG AVENUE proudly presents a giant piggy named "Prosperous and Auspicious Year of The Pig" in the Central Piazza. According to Chinese custom, the pig is regarded as a symbol of children; hence brides receive golden pig jewellery, which is associated with fertility and virility. Moreover, pigs are believed to be highly clever. Couples who aspire to have babies in this blessed year can come to the Avenue and take pictures with "Prosperous and Auspicious Year of The Pig". The coins on the giant piggy likewise symbolise wealth accumulation, making it an ideal place for parents to bring their children to wish for great wealth and intelligence!



Wishing for prosperity with "The Golden Piggy Gala" and giant gold coins at The East

"Walking for prosperity" is a well-established tradition at Chinese New Year. In collaboration with LEE TUNG AVENUE, The East in Wan Chai is extending the area's lucky gold coins from LEE TUNG AVENUE to the Open



Piazza of Hopewell Centre in an eye-catching installation called “The Golden Piggy Gala”. Blending traditional coins with modern elements – such as wrapping coins in Chinese red papercuts and plum blossoms, and emblazoning them with the giant word “fortune” – the lucky gold coins and bright festive lanterns are visual symbols of good luck and wealth. Golden little piggies also walk amid the lucky coins and peach blossoms, blessing all visitors who come to look for love and luck. With so much to enjoy, The East is a must-see check-in point to celebrate the Year of the Pig!

Debut exhibition of 66 artistic piggies by the Hong Kong Deposit Protection Board

LEE TUNG AVENUE and The East are jointly displaying a collection of artistic piggies entitled “Save with Confidence • An Auspicious Year of the Pig” Public Art Exhibition from the Hong Kong Deposit Protection Board (the Board) from 24th January to 28th February 2019. These eye-catching piglets have been designed by a wide variety of demographics and social groups. With the first stop staged in LEE TUNG AVENUE and The East, the roving exhibitions can raise public awareness and understanding of the deposit protection scheme. Visitors can come and enjoy this heart-warming new exhibition, while also receiving souvenirs and joining the activities including Red Packet Piggy Bank DIY Workshops, Piggy Bank Painting Workshops, drama and seminar organised by the Board. LEE TUNG AVENUE and The East are truly the perfect family destination this Chinese New Year!

Discover lion dances and lucky piggies at the God of Fortune parade

To celebrate the festive season, LEE TUNG AVENUE is organising various activities LEE TUNG AVENUE has invited Mr. Li Ching Sui (李清水), a Chinese calligrapher for Fai Chun Giveaways, to share auspicious hand-painted greetings. At The East, too, visitors can receive calligraphic greetings from Wah Gor, one of Hong Kong’s best known calligraphers, in the Open Piazza of Hopewell Centre. For valentines looking for a romantic Lantern Festival, The East will be cooperating with NINETYs and renowned pastry chef Jeffrey Koo to offer a Chocolate Cake Baking Workshop. To celebrate the start of this momentous year, Cupid’s Angels will likewise give away chocolates, while Fast4ward performs a line-up of its popular love songs. On the Lantern Festival (19th February), LEE TUNG AVENUE and The East will also host magnificent, eye-popping lion dance performances, where audiences can even receive lucky gold coins and auspicious piggies from the God of Fortune!

Rewarding customers with special offers and limited-edition red packets

Conveniently situated next to Wanchai MTR Station, LEE TUNG AVENUE and The East are home to a diverse array of popular shops and restaurants. From 27th January to 28th February 2019, customers can redeem a set of exclusive red packets with designated same-day spending from up to two different shops at LEE TUNG AVENUE. These stylish red packets are perfect for both Chinese New Year and wedding banquets. A variety of special offers are also available at shops at LEE TUNG AVENUE during Chinese New Year and Valentine’s Day, including the special price of just HK\$198 for Emack and Bolios’ hand-made chocolate gift box, and unique red packets from Sun Kai Tat. Please refer to Appendix 1 for more information.




The East, meanwhile, is celebrating New Year with “Good Fortune & Prosperity” red packets and Chinese New Year Puddings (Ginger & Purple Sweet Potato Pudding, and Mango Pudding with Aloe Vera & Pomelo) for members of The East Club. Starting from 24th January 2019, members can redeem the above gifts with 1,000 bonus points. All gifts are limited, available while stocks last. Don't forget to also treat your valentine to a romantic feast at one of the stellar restaurants at The East!

“Auspicious Year of the Pig” New Year walkway	
Exhibition Period	29 th January – 28 th February 2019
Exhibition Time	10am – 10pm
Exhibition Venue	Central Piazza and Along LEE TUNG AVENUE

Details of LEE TUNG AVENUE “Auspicious Year of the Pig” Happenings

Fortune Fai Chun Giveaway	
Activity	Fortune Fai Chun Giveaway
Period	31 st January (Thursday) – 3 rd February 2019 (Sunday)
Time	3pm – 6pm
Venue	Basement 1/F, LEE TUNG AVENUE
Enrolment Method	Any spending from shops at LEE TUNG AVENUE. All gifts are limited, available while stock lasts.
Details	<p>On particular day, Mr. Li Ching Sui (李清水), a Chinese calligrapher, will share auspicious hand-painted greetings at LEE TUNG AVENUE.</p> 
Drama and Seminar by Hong Kong Deposit Protection Board	
Date	24 th January 2019 (Thursday) – Seminar 2 nd – 3 rd February 2019 (Saturday and Sunday) – Drama
Time	2pm – 2:30pm
Venue	Central Piazza, LEE TUNG AVENUE
Details	Hong Kong Deposit Protection Board will share the information of deposit protection through interesting drama and seminar.
Piggy Bank Origami Workshop	
Date	9 th – 10 th February 2019 (Saturday and Sunday)
Time	2pm – 3pm; 4pm – 5pm

Venue	Central Piazza, LEE TUNG AVENUE
Enrolment Method	Free admission after clicking “like” on “Hong Kong Deposit Protection Board” Facebook page and correctly answer all questions on their mobile app. Participants may receive souvenirs from the Hong Kong Deposit Protection Board. All souvenirs are limited, available while stock lasts.
Lion Dance Spectacular	
Date	19 th February 2019 (Tuesday)
Time	11am – 1pm
Venue	Central Piazza and along LEE TUNG AVENUE
Details	<p>On the Lantern Festival, LEE TUNG AVENUE will host lion dance performance. Audience can receive lucky gold coins and auspicious piggies from the God of Fortune.</p> 
Piggy Bank Painting Workshop	
Date	23 rd – 24 th February 2019 (Saturday and Sunday)
Time	2pm – 3pm; 4pm – 5pm
Venue	Central Piazza, LEE TUNG AVENUE
Details	<p>Free admission after clicking “like” on “Hong Kong Deposit Protection Board” Facebook page and correctly answer all questions on their mobile app. Participants may receive souvenirs from the Hong Kong Deposit Protection Board. All souvenirs are limited, available while stock lasts.</p> 



Auspicious Programmes at The East

Red Banner Writing	
Date	29 th January, 1 st and 3 rd February 2019
Time	29 th January (Saturday) 12:30pm – 2pm 1 st February (Friday) 12:30pm – 2:30pm 3 rd February (Sunday) 12:30pm – 2:30pm
Venue	Open Piazza, G/F, Hopewell Centre
Enrolment Method	<p>Wah Gor, one of Hong Kong's best known calligraphers, will share auspicious hand-painted greetings at the Open Piazza of Hopewell Centre. Don't miss the chance to get a free red banner!</p>  
Cupid's Angel Chocolate Giveaway	
Date	14 th February 2019 (Thursday)
Time	1pm – 2pm
Venue	Open Piazza, G/F, Hopewell Centre
Details	<p>To celebrate the start of this momentous year, Cupid's Angels will give away chocolates at The East.</p> 
Lion Dance Performance	
Date	19 th February 2019 (Tuesday)
Time	2pm – 3pm
Venue	Open Piazza, G/F, Hopewell Centre
Details	On the Lantern Festival, The East will host lion dance performance. Audience can receive lucky gold coins and auspicious piggies from the God of Fortune.

	 
Love Songs Sing Along	
Date	14 th February 2019 (Thursday)
Time	1:30pm – 2pm
Venue	Open Piazza, G/F, Hopewell Centre
Details	<p>For valentines looking for a romantic Lantern Festival, come and enjoy a romantic feast at one of the stellar restaurants and Fast4ward's love songs performance.</p> 

Craft a Unique Gift at The East

Piggy Bank Origami Workshop	
Date	26 th January 2019 (Saturday)
Time	2pm – 3 pm; 4pm – 5pm
Venue	Open Piazza, G/F, Hopewell Centre
Details	<p>Free admission after clicking “like” on “Hong Kong Deposit Protection Board” Facebook page and correctly answer all questions on their mobile app. Participants may receive souvenirs from the Hong Kong Deposit Protection Board. All souvenirs are limited, available while stock lasts.</p>

		
Piggy Bank Painting Workshop		
Date	2 nd February 2019 (Saturday)	
Time	2pm – 3:pm ; 4pm – 5pm	
Venue	Open Piazza, G/F, Hopewell Centre	
Details	<p>Free admission after clicking “like” on “Hong Kong Deposit Protection Board” Facebook page and correctly answer all questions on their mobile app. Participants may receive souvenirs from the Hong Kong Deposit Protection Board. All souvenirs are limited, available while stock lasts.</p> 	
Chocolate Cake Baking Workshop		
Date	13 th February 2019 (Wednesday)	
Time	12:30pm – 2:30pm	
Venue	Gilman Foodlab, 7/F, Hopewell Centre	
Details	<p>The most “instagrammable” Australian Café NINETYs is cooperating with renowned pastry chef Jeffrey Koo to offer limited-edition chocolates for Valentine’s Day. Want to know the chemistry between “Coffee Koo” and “Dessert Koo”? Come and join their Chocolate Cake Baking Workshop. A limited-edition Valentine’s Day gift box (4 chocolates) will be offered upon completion of the workshop. Only 10 seats are available, please register by clicking the link. First-come, First-served.</p>	



Details of LEE TUNG AVENUE and The East Chinese New Year Rewards

LEE TUNG AVENUE "Prosperous and Auspicious Year of The Pig" Chinese New Year Rewards	
Redemption Period	From 25 th January 2019 till stock lasts
Redemption Time	10am – 10pm
Redemption Counter	Customer Service Centre, Basement 1/F, LEE TUNG AVENUE
Details of Redemption	<p>From 25th January, 2019, customers can redeem a set of exclusive red packets "Prosperous and Auspicious Year of The Pig" with designated same-day spending from up to two different shops (8 pieces per pack).</p> 
The East "The Golden Piggies Gala" Chinese New Year Rewards	
Redemption Period	From 24 th January 2019 till stock lasts
Redemption Time	10am – 10pm
Redemption Counter	Customer Services Centre, 3/F, Hopewell Centre

<p>Details of Redemption</p>	<p>Redeem with same-day single machine-printed receipt for purchases of \$1,000 or The East Club 1,000 bonus points</p> <ul style="list-style-type: none"> A set of "Good Fortune & Prosperity" Red Packet (8 pieces per set), which is limited to 2,200 sets <p>Redeem with The East Club 1,000 bonus points</p> <ul style="list-style-type: none"> A Plastic Thing Cushion, which is limited to 40 pieces King Parrot Group Chinese New Year Puddings (Ginger & Purple Sweet Potato Pudding / Mango Pudding with Aloe Vera & Pomelo), which is limited to 50 pieces <p>Redeem with The East Club 100 bonus points</p> <ul style="list-style-type: none"> NINETYs' membership card, which is limited to 100 pieces <div data-bbox="419 683 892 999" data-label="Image"> </div> <div data-bbox="893 674 1326 999" data-label="Image"> </div> <div data-bbox="419 1014 892 1330" data-label="Image"> </div> <div data-bbox="893 1055 1315 1321" data-label="Image"> </div>
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About Lee Tung Avenue

Lee Tung Avenue, a joint project between Urban Renewal Authority, Hopewell Holdings Limited and Sino Land Company Limited, 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 revitalises the community. Lee Tung Avenue has won critical acclaims from Hong Kong and international organisations, 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 website: <http://www.leetungavenue.com.hk>

Follow Lee Tung Avenue Instagram: @leetungavenue

#leetungavenue #LTACNY



About The East

Bringing together the retail floors of Hopewell Centre, QRE Plaza, Wu Chung House and GARDENEast, "The East" is destined to be the sleekest dining and shopping landmark in Wan Chai. Offering a list of culinary choices from world-class restaurants to stylish eateries, visitors will be surprised by the unprecedented gastronomic delights. A breath of lifestyle shops and outlets offers the best-in-class leisure experience, taking your style of living to new heights.

The East website: <https://www.theeast.com.hk/>

Follow The East Instagram: @theeastwanchai

The press release is distributed by **E's Concept Communication Limited** on behalf of **LEE TUNG AVENUE Management Company Ltd** and **Hopewell Real Estate Agency Limited**. For any inquiries, please contact:

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Appendix 1 “Auspicious Year of the Pig” Offers from shops at LEE TUNG AVENUE

Benefit	Chinese New Year Festive Packs: You're A Lucky Star, Happily Ever Laughter, and Fortune Fun & Favorites
Blesscuit Bakery	<p>Chinese New Year Gift Boxes: Glamour Cookie Gift Box and Prosperous Cookie Gift Box</p> 
Emack and Bolios	<p>In the promotion period 25th January – 17th February 2019, a tailor-made Chocolate Gift Box filled up with 100% Boston hand-made chocolates is at a special price of HK\$198.</p> 
Health Aims	<ul style="list-style-type: none"> Chinese New Year limited offer: New Year Gift Box 
Le Creuset	<ul style="list-style-type: none"> Chinese New Year limited offer: Berry Cocotte Every 20 with Power Pink

	
Passion by Gerard Dubois	<p>During Chinese New Year, limited offers are available:</p> <ul style="list-style-type: none"> • CNY Cake Loaf, • Macaron Gift Box • All for Red <div>   </div> <div>   </div>
PdP Pies & Tarts	<ul style="list-style-type: none"> • Pig-Milk Green Tea • Pig-Milk Hojicha
Pizza Express	<ul style="list-style-type: none"> • From 21st January to 19th February 2019, Truffle Prosciutto Grissini, Truffle Calzone, Spaghetti with Golden Prawn, Winter Risotto, Baked Figs and more are available in Chinese New Year Menu • A \$50 coupon will be given to guest per transaction • \$8 donation will be made to Feeding HK by PizzaExpress for each Calzone sold

	
Sun Kai Tat	<p>Special Red Packet is available</p> 
THERMOS-ART PIECES	<p>In the promotion period 11th January – 10th February 2019, special prices of just \$388 and \$888 are offered for iwaki and Thermos goodie bags respectively</p> 