

Immediate Release

**LEE TUNG AVENUE celebrates Chinese New Year & Lantern Festival
featuring
The 2nd Hong Kong Island Chinese New Year Parade @ LEE TUNG AVENUE,
Inaugural Lantern Festival Wedding Bazaar, Lucky Draw & Lion Dance**

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[Hong Kong – 16 January, 2017] **LEE TUNG AVENUE** in Wan Chai embraces the Year of Rooster in 2017 with the infusion of traditional Chinese lantern theme across the avenue from 13th January to 28th February. Highlighted by the decoration of over 1,000 large red lanterns along the tree-lined walkway, LEE TUNG AVENUE welcomes the spring arrival with the illuminating festive twists



and lines of peach blossoms at LEE TUNG AVENUE's Atrium. It forms an engaging surrounding for lovers to take a romantic stroll hand in hand from one entrance to another with an opportunity to take Chinese New Year selfies with the dazzling lantern scene.

In the coming year of Rooster, LEE TUNG AVENUE has also designed a series of festive events to celebrate Chinese New Year such as **Hong Kong Island Chinese New Year Parade @ LEE TUNG AVENUE on the 2nd day of Chinese New Year, market opening & Lantern Festival LED Lion Dance Fiesta @**

LEE TUNG AVENUE, Lantern Festival Wedding Bazaar @ LEE TUNG AVENUE, etc.

Highly-anticipated Hong Kong Island Chinese New Year Parade @ LEE TUNG AVENUE

Hong Kong Island Chinese New Year Parade @ LEE TUNG AVENUE will return from last year's well-acclaimed debut, once again presenting brilliant and highly recommended parade performance which was also recognized by My Favourite Shopping Mall Awards. The parade this year at LEE TUNG AVENUE continues its cooperation with the Hong Kong Tourism Board, handpicking 3 top-notch international performance groups to perform mini parade encore in the 2nd day of Chinese New Year, closely sharing the joyful festive moments with the community and tourists.



The parade will be kicked off by a glamorous Spanish dance troupe, showcasing electrifying dance in gorgeous costumes. This is followed by the creation of candy floss in various shapes across LEE TUNG AVENUE by the Russian Candy King who is a renowned Internet sensation. The party will finish off with lively Rooster improvisation in stilt and drum performance by Stelzen-Art & Confusao, bringing ultimate festive indulgence for audience from Queen's Road East entrance to Johnston Road Entrance.

Market Opening & Lantern Festival LED Lion Dance Fiesta @ LEE TUNG AVENUE

Moreover, LEE TUNG AVENUE will proudly present a traditional market opening ceremony at 11:00 a.m. on 8th February, 2017 (12th day of Chinese New Year). Visitors may enjoy the magnificent, eye-popping lion dance performance and boost their fortune and good luck in the Year of Rooster. Audience may also receive gold coins from the God of Wealth and cute chick puppets from the lion dance team. LEE TUNG AVENUE also facilitates the lion dance encore with Lantern Festival LED Lion Dance Fiesta @ LEE TUNG AVENUE to be held at the nights of 10th - 11th February, 2017 (14th-15th day of Chinese New Year). Featuring LED-lighted lions dancing and flying across the LED stacks, LEE TUNG AVENUE will be filled with a harmonious surrounding sound echo of drum and gong beats with rejoices, livening up the dazzling night of Lantern Festival with the blessings to lovers and auspicious greetings to the Wan Chai District.

Valentine's couple bench @ LEE TUNG AVENUE

LEE TUNG AVENUE has recently installed a Valentine's Couple Bench namely "Knot". Lovers can inscribe their names on the lock and hook it on the couple bench. By throwing away the key, it symbolizes commitment for unbreakable and long-lasting love bonding. In addition, love lock redemption is available at LEE TUNG AVENUE during Chinese New Year and Valentine's Day as an everlasting love blessing for lovers.



Lantern Festival Wedding Bazaar @ LEE TUNG AVENUE

In addition to a series of lively Chinese New Year events, LEE TUNG AVENUE will host a Lantern Festival Wedding Bazaar during Lantern Festival and the day after (11th - 12th February, 2017). Not only offering a one-stop wedding planning service, LEE TUNG AVENUE will also exhibit various wedding organizations to soon-to-be-married couples. The romantic flames between couples will be further spiced up by the first ever Chinese gown fashion show at LEE TUNG AVENUE walkway, showcasing both traditional yet fashionable wedding dresses under the fabulous lighting of the lanterns.



Pleasant Chinese New Year shopping experience @ LEE TUNG AVENUE

From now to 27th January, 2017, customers can redeem a set of red packet designed by renowned product designer Ken Lo with

same-day machine-printed receipt for purchases of HK\$1,600 or above from up to 2 different shops in Lee Tung Avenue. Awarded as “40 UNDER 40” by Fortune Magazine, Ken Lo has received numerous local and international recognitions for his talented design concepts. His chic red packet design is inspired by various LEE TUNG AVENUE features, such as gasoline lamp, blending traditional Chinese characteristics with a dose of modern design elements.

Besides, LEE TUNG AVENUE is hosting Chinese New Year 2017 Lucky Draw from now to 16th February, 2017. Customers can enjoy one chance of lucky draw with same-day machine-printed receipt for purchases of HK\$300 or above from up to 2 different shops in LEE TUNG AVENUE to win over HK\$50,000 of Chinese New Year grand prize and other attractive prizes including Leica camera, LEE TUNG AVENUE gourmet coupon or Le Creuset cookware, etc. Prizes are available while stock lasts.

2nd Edition of Island Chinese New Year Parade @ LEE TUNG AVENUE	
Date	29 th January, 2017 (2 nd day of Chinese New Year)
Time	5:00 p.m. – 6:30 p.m.
Venue	From Queen's Road East entrance to Johnston Road entrance @ LEE TUNG AVENUE
Details	Sponsored by Lee Tung Avenue, 3 top-notch international performance groups participated in “Hong Kong Chinese New Year Parade” will be staging brilliant performance at the avenue.
Chinese New Year Lion Dance Celebration @ LEE TUNG AVENUE	
Date	8 th February, 2017 (12 th day of Chinese New Year)
Time	11:00 a.m.
Details	Enjoy magnificent, eye-popping LED lion dance performance at LEE TUNG AVENUE, and boost your fortune by receiving gold coins from the God of Wealth and cute chick puppets from lion dance team.
Lantern Festival Wedding Bazaar @ LEE TUNG AVENUE	
Date	11 th – 12 th February, 2017 (15 th -16 th day of Chinese New Year)
Time	10:00 a.m. – 6:00 p.m.
Details	Wedding-themed Lantern Festival bazaar
Lantern Festival LED Lion Dance Fiesta @ LEE TUNG AVENUE	
Date	10 th – 11 th February, 2017 (14 th -15 th day of Chinese New Year)
Time	8:00 p.m.
Details	LED-lighted lions dancing along the tree-lined walkway with blessings to lovers.
Fortune Red Pocket Redemption @ LEE TUNG AVENUE	
Date	From now to 27 th January, 2017
Time	10:00 a.m. – 10:00 p.m.
Venue	Customer Service Centre, Basement, 1/F @ Lee Tung Avenue
Details	Customers can redeem a “Lucky Magpie Red Packet” set with same-day machine-printed receipt for purchases of HK\$1,600 or above from up to 2 different shops in Lee Tung Avenue.
LEE TUNG AVENUE Chinese New Year 2017 Lucky Draw	
Date	From now to 12 th February, 2017

Time	10:00 a.m. – 10:00 p.m.
Venue	Customer Service Centre, Basement 1/F@ Lee Tung Avenue
Details	Customers can enjoy one chance of lucky draw with same-day machine-printed receipt for purchases of HK\$300 or above from up to 2 different shops in LEE TUNG AVENUE and win over HK\$50,000 of Chinese New Year grand prize and other prizes.
Prize	Leica camera, LEE TUNG AVENUE gourmet coupon, Le Creuset cookware, etc.
” Love Forever Lock” Redemption @ LEE TUNG AVENUE	
Date	23 rd January, 2017 to 15 th February, 2017
Time	10:00 a.m. – 10:00 p.m.
Venue	Customer Service Centre, Basement 1/F@ Lee Tung Avenue
Details	Customers can redeem a “Love Forever Lock” with same-day machine-printed receipt for purchases of HK\$500 or above from up to 2 different shops in LEE TUNG AVENUE.

Enquiry hotline: 3791 2304

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About LEE TUNG AVENUE

LEE TUNG AVENUE unveils a 200-metre long, tree-lined walkway on Hong Kong Island. It is home to alfresco cafes, gourmet restaurants, and boutiques offering selected local and overseas fashion brands. LEE TUNG AVENUE is also a convenient urban intersection in south Wan Chai, which connects and revitalizes the community. LEE TUNG AVENUE has been critically acclaimed in the industry since its launch, and has won a number of awards, including the “Gold Winner of MIPIM Asia Awards 2016 for Best Retail Development”, “Gold Winner of Marketing Magazine’s PR Awards 2016 for Campaign of the Year”, and “Bronze Winner of Marketing Magazine’s Marketing Excellence Awards 2016 for Excellence in Public Relations”.

