



**For Immediate Release**

**Lee Tung Avenue Presents “Blessing all around Lee Tung”  
“Blessing Knots and Fook” at Chinese New Year**



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**A thousand lanterns & “Blessing Knots and Fook” deliver festive delights**

To celebrate the Year of the Rat 2020, Lee Tung Avenue at Wanchai delicately established by the Urban Renewal Authority, Hopewell Holdings Limited and Sino Land Company Limited continue the tradition of Chinese New Year (CNY) by launching a series of annual festive events. Based on the theme “Blessing all around Lee Tung”, Lee Tung Avenue sets up a Hong Kong’s largest outdoor CNY walkway with over a thousand of Chinese lanterns from today to 1 March 2020. More than a thousand customary big red lanterns are hung up along the walkway, implying a prosperous future with blissfulness and consummations. Besides, the unique “Blessing Knots and Fook” decorations together with *ruyi* (gratifying) knots and golden *fook* (fortune) character lanterns, which are Chinese folk handicrafts, signify good luck, delights and a homecoming with five blessings. Merriments and abundant wishes are delivered to visitors in such a celebratory ambience.



### Seasonal limited – Lee Tung Avenue x First Initiative Foundation “MAUS HAUS” Pop-Up Space

Lee Tung Avenue collaborates with First Initiative Foundation (FIF) again, together with the local street artist Lousy, to fabricate an unparalleled artistic space at Lee Tung Avenue from 23 January to 23 February. Lousy will leverage his iconic shocking pink to highlight the jubilant vibe of Chinese New Year and Valentine’s Day and create a brand new “Prosperous Mouse” (有米鼠) and a gigantic wall finish at the stylish check-in hot spot, “MAUS HAUS”.

Want to pocket benefits at CNY joyfully? Don’t miss the limited edition Lousy handbag exclusively offered at Lee Tung Avenue. During 23 and 24 January, and 8 and 9 February, visitors can create their customized handbags on-site by making an auspicious donation of HKD\$88. On the other hand, the limited edition CNY and Valentine’s handbags will also be on sale for charity at the Customer Service Centre of Lee Tung Avenue from 23 January to 23 February. All proceeds from donations will accrue to the arts and cultural campaigns of FIF.



Let’s celebrate CNY with a vigorous brush! Aspire to support the local art scene and welcome the New Year, the renowned Hong Kong feature writer and artist Benny Li (李純恩) will show up at Lee Tung Avenue and create traditional *Fai Chun* red banners on CNY’s Eve. Donations are welcomed and appreciated. A broad variety of workshops and on-site art demonstrations can turn a pop-up space into a prevalent event venue. If you want to keep abreast of the latest events and updates, please stay tuned to FIF, Lee Tung Avenue and Lousy’s social media platform.



### Take snapshots at golden age and recall sweet memories

This year, Lee Tung Avenue co-organised a charity event, “Charity Elderly Wedding Shooting”, with the Lion Club of Hong Kong Morrison Hill, The Aisle and Baptist Oi Kwan Social Service for charity clause. Three photo-taking zones were set up at the terrace and the sky garden on the fifth floor of Lee Tung Avenue for the first time. Each of these zones had individual themes, namely, Chinese traditional lanterns, Western wedding pumpkin carriages and floral decorations.

With the provision of attire, hair-styling and make-up services, the elderly living in Wanchai were offered a chance to take wedding and family photos on 18 January 2020 and recall their sweet memories. It was a free service with a limited quota. Online registration was required prior to participation.



### Charity wedding ceremony with heartwarming memorabilia

Cheung Ka-sing, who suffers from occupational injuries, met his wife Hung Hiu-nam a decade ago. They have been mutually supporting each other for substantial years and decided to hold a tin wedding ceremony to make memorable moments. On 29 February 2020, the Aisle and the Alliance of Self Help Groups for the Occupational Injuries and Diseases will hold a charity wedding ceremony at the sky garden on the fifth floor of Lee Tung Avenue; and arrange venue decorations, wedding attire and make-up services for this couple. Witnessed by their family and friends, the couple will take the oath, exchange wedding rings and make sweet memories.



### God of Wealth and dancing lions parade with fortune *fai chun* giveaway

To celebrate CNY, a series of wonderful events have been launched at Lee Tung Avenue. From 21 to 23 January 2020, calligrapher Li Qingshui demonstrated his artistic excellence by creating Chinese calligraphy works for visitors at Lee Tung Avenue, delivering New Year wishes and blessings through traditional Chinese calligraphy. On 6 February 2020, Lee Tung Avenue will also hold a grand lion dance performance with the God of Wealth parading along the Avenue. During the event, “lucky money” and good fortune golden rat puppets will be freely distributed to the public, in the hope that everyone will enjoy good luck in the Year of the Rat.





### Twofold shopping rewards, limited edition red packets and double E-points of VIP CLUB

Lee Tung Avenue embraces a broad array of retail stores and restaurants. Adjacent to an MTR station, the Avenue enjoys the geographic convenience and has become a popular shopping attraction for both local folks and visitors. Customers are entitled to a limited edition red packet set or a BROOK'S coffee bag of KOSYUEN CAFÉ with any purchase (at no more than two retail stores) with designated electronic spending between 10 and 24 January, and 10 January and 1 March 2020 respectively.

The VIP CLUB members of Lee Tung Avenue are entitled to double E-points with designated spending at the retail stores of the Avenue between 10 January and 1 March 2020. A plethora of tenants also present many CNY special offers. Please refer to appendix one for further details.

### A thousand lanterns & "Blessing Knots and Fook" deliver festive delights



Date	2020.01.17-03.01
Time	10:00am-11:00pm (lights switch on at 5:00pm)
Location	Along Lee Tung Avenue & at Central Piazza

### Seasonal limited – Lee Tung Avenue x First Initiative Foundation "MAUS HAUS" Pop-Up Space



Organizer	Lee Tung Avenue x First Initiative Foundation x LOUSY
Date	2020.1.23-02.23
Time	12:00mm-08:00pm
Location	Shop G26, Lee Tung Avenue
Details	"MAUS HAUS" Pop-up Space, Customized Tote Bag & Origami Workshop on selective dates, etc.



## Lee Tung Avenue X First Initiative Foundation X LOUSY Tote Bag Charity Sales



Organizer Lee Tung Avenue x First Initiative Foundation x LOUSY

**Customized CNY Tote bag**  
 Date: 2020.01.23-24  
 Time: 12nn-8pm  
 Location: Shop G26, Lee Tung Avenue

**Customized Valentine's Day Tote bag**  
 Date: 2020.02.08-09  
 Time: 12nn-8pm  
 Location: Shop G26, Lee Tung Avenue

**Limited CNY & Valentine's Day Tote Bag**  
 Date: 2020.01.25-02.23  
 Time: 10am-10pm  
 Location: Customer Service Centre, Basement 1/F

Price Upon \$88 donation to First Initiative Foundation.

### Charity Fai Chun Giveaway

Organizer Lee Tung Avenue x First Initiative Foundation

Date 2020.01.24

Time 1pm-3pm

Location Central Piazza, Lee Tung Avenue

Details Renowned columnist and artist Benny Li Shun Yan (李純恩) will be creating traditional Fai Chun on-site.



### Charity Elderly Wedding Shooting



Organizer	Lee Tung Avenue cooperated with Lions Club of Hong Kong Morrison Hill, The Aisle & Wanchai Integrated Children & Youth Service Centre
Date	2020.01.18
Time	9am - 5pm
Location	Balcony & 5/F Rooftop Garden at Lee Tung Avenue
Details	Free wedding and family photos taking for Wan Chai elderly

### Charity Wedding Ceremony



Organizer	Lee Tung Avenue cooperated with Alliance of Self Help Groups for the Occupational Injuries and Diseases & The Aisle
Date	2020.02.29
Time	11:30am – 5:30pm
Location	5/F Rooftop Garden at Lee Tung Avenue
Details	Hold a tin wedding ceremony to make memorable moments for occupational injured couple.

### Fortune Fai Chun Giveaway



Date	2020.01.21-23
Time	3pm-6pm
Location	B1/F, Lee Tung Avenue
Details	To get a free Fai Chun upon any electronic spending at Lee Tung Avenue.

### God of Wealth and Dancing Lions Parade



Date	2020.02.06
Time	11am-11:30am
Location	Along Lee Tung Avenue & Central Piazza
Details	"Lucky money" and good fortune golden rat puppets will be freely distributed to the public, in the hope that everyone will enjoy good luck in the Year of the Rat.

### Shopping Rewards



Date	2020.01.10- while stock lasts
Time	10am-10pm
Location	Customer Service Centre, Basement 1/F
換領詳情	Get a Lee Tung Avenue Red Packet Set upon purchase of HK\$600. Get a Lee Tung Avenue X KOSYUEN CAFE by BROOK'S Coffee Bag upon purchase of HK\$300. Redemption is on first-come, first-served basis, available while stock lasts and is subject to change without prior notice.





### About Lee Tung Avenue

Lee Tung Avenue 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 revitalizes the community. Lee Tung Avenue has won critical acclaims from Hong Kong and international organizations, 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 Official Website: <http://www.leetungavenue.com.hk>

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### Appendix 1 – Chinese New Year Special Offer




G08 JC Shop	<p>New Year Promotion (From 10 JAN 2020 to 1 FEB 2020),</p> <ol style="list-style-type: none"> <li>Customers can get a 10% off discount when purchasing Recolte Home BBQ (Purple) (Original price: \$888, Discounted Price:\$799), and can buy the corresponding products in a 15% off discount:               <ol style="list-style-type: none"> <li>Recolte Solo Blender - Red (Original price: \$368, Discounted Price:\$312)</li> <li>Recolte POT DUO fete -Red (Original price: \$688, Discounted Price: \$585)</li> <li>Recolte Healthy Coto-Red (Original price: \$538, Discounted Price: \$457)</li> <li>Recolte Press Sand maker Quilt (Original price: \$448, Discounted Price: \$380)</li> </ol> </li> <li>Customers can get a 10% off discount when purchasing recolte POT DUO fete (Red) - 10% off (Original price: \$688, Discounted Price: \$619)</li> </ol> 
G09-10 Emack & Bolio's	<p>( 2020.01.20-02.16 )</p> <ul style="list-style-type: none"> <li>- Get a special discount when buying the lucky "Mice Cream" by dressing in red or Chinese New Year's themed clothing</li> <li>- Get a free upgrade voucher with a red packet per purchase</li> <li>- Mice Cream</li> </ul>



LEE TUNG AVE  
街東利

	
<p>G11, G12 &amp; F12A Passion by Gerard Dubois</p>	<p>( Now till 2020.01.25 ) CNY Cake Loaf</p> 
<p>G13 King Bakery</p>	<p>Enjoy \$10 discount upon spending \$50 on own brand products.</p> 
<p>G27 Mr Simms Olde Sweet Shope</p>	<p>5% off upon net spending over \$500.</p> 

<p>G31 &amp; F31A Pizza Express</p>	<p>Chinese New Year Specials</p> 
<p>G34B benefit</p>	<ul style="list-style-type: none"> <li>- Receive a pack of "Laughter is the best cosmetics" red envelop and hero product sample upon spending.</li> <li>- Brows &amp; New Beginnings! Limited Edition Makeup Set for the year of Rat Price HK\$300 (Total products' value: HK\$443)</li> </ul> 
<p>G40-41 Le Pain Quotidien</p>	<p>10% off all day menu during dinner service (6pm-10pm)</p> 

<p>B37 CATALO</p>	<ul style="list-style-type: none"> <li>- Refreshing Lung Formula 60 capsules - Discounted Price \$340 (Retail Price \$488)</li> <li>- Men's Multi Whole Foods Nutrients - Discounted Price \$190 (Retail Price \$288)</li> </ul> 
<p>B40 THERMOS</p>	<ul style="list-style-type: none"> <li>- THERMOS Lucky Bag Discounted Price \$888 (Retail Price \$2,072)</li> </ul>  <ul style="list-style-type: none"> <li>- 400ml Vacuum Insulated Bottle- Mickey Mouse</li> </ul> 
<p>G08 JC Shop G32 &amp; F30A Chongqing Liuyishou Hotpot</p>	<ol style="list-style-type: none"> <li>1. Spending of HK\$680 or above on 2 items or above in a single transaction, customers can receive <ol style="list-style-type: none"> <li>A. a HKD\$40 instant discount and</li> <li>B. two Liu Yi Shou Chong Qing Hot Pot smoothie coupons which worth HKD\$58 each</li> </ol> </li> <li>2. Spending of HK\$980 or above on 2 items or above in a single transaction, customers can receive <ol style="list-style-type: none"> <li>A. a HKD\$60 instant discount and</li> <li>B. two Liu Yi Shou Chong Qing Hot Pot fruit smoothie coupons which worth HKD\$98 each</li> </ol> </li> </ol>



3. Spending of HK\$1,980 or above on 2 items or above in a single transaction, customers can receive

A. a HKD\$150 instant discount and

B. a Liu Yi Shou Chong Qing Hot Pot stock coupons which worth HKD\$388



B07 Sun Kai Tat  
Printing & Gold  
StampinB08 – 09  
Gong Fu  
Teahouseg Co. &

Receive a VIP card to enjoy 10% off discount at Gong Fu Teahouse upon any purchase of red packet at Sun Kai Tat Printing & Gold Stamping Co.

