



For Immediate Release

Lee Tung Avenue Local Cultural Journey
Experience the unique mix of culture, leisure and dining in Wan Chai



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【Hong Kong – 2020.06.18】

With the ebbing epidemic, Lee Tung Avenue gives its full support to promote quality local visits. Visitors may now experience the unique mix of history, culture, leisure and dining journey in Wan Chai district without traveling. Create the perfect holiday at “home”; let’s go explore what’s outside our front door.

“Lee Tung Avenue demonstrates the unique mix of the Chinese and Western culture. With the iconic & classy festive decorations and different forms of leisure events, we attract plenty of local residents and foreign visitors and has successfully turns Lee Tung Avenue a photo hot spot in town. Guests can experience a more in-depth culture trip in Wan Chai district by participating in our ‘Wedding Tour’ and ‘Wan Chai Walk’ through Lee Tung Avenue mobile App. It would definitely be a delighted journey to end with a luscious meal at Lee Tung Avenue.”, Mr. William Chan, the Centre General Manager of Lee Tung Avenue Management Company Limited said.



Wan Chai Walk

Wan Chai was one of the earliest areas to be developed in Hong Kong, and today it combines both modernity and history. A half-day walk around the area offers fascinating sights and stories around every corner.

Want to get rewarded and enjoy the heritage visit around Wan Chai? Don't miss out the Wan Chai Walk operated by Lee Tung Avenue. Visitors can check in to 5 designated locations in Wan Chai through mobile App to receive a special reward at the Customer Service Centre of Lee Tung Avenue. Please refer to appendix 1 for more details of Wan Chai Walk.

Wedding Tour

Lee Tung Avenue brings a tree-lined pedestrian walkway. The avenue is home to sidewalk cafes, gourmet restaurants, local and overseas fashion outlets and keeps the traditional wedding services with themed art pieces to revitalizing traditional Wan Chai.

To enjoy the wedding ambience, visitors can check in all wedding tour location tags through mobile App and receive a designated reward at the Customer Service Centre of Lee Tung Avenue. Please refer to appendix 2 for more details of Wedding Tour.

Oceans Celebration by Lee Tung Avenue X WWF-Hong Kong



Hong Kong waters are rich in marine biodiversity and home to close to 6,000 marine species, including the Chinese white dolphin, the endangered green turtle and vibrant coral communities. But unprecedented threats posed by coastal development and habitat degradation are destroying havens for these marine species, threatening their survival.

Partnering with WWF-Hong Kong, Lee Tung Avenue is bringing everyone the "Oceans Celebrations" campaign with a series of educational activities this summer! Visit us to hear the tales of Hong Kong's ocean and learn how to be part of local marine conservation efforts



through a pop-up exhibition and the award-winning documentary. Check out the solar-powered mobile café, expert talks, kids' workshops and don't miss out the photo hotspot of the giant 3D panda and shark! Please refer to appendix 3 for campaign details.

Lee Tung Avenue Shopping/Dining Offers

Lee Tung Avenue embraces a broad array of retail stores and restaurants. Adjacent to MTR station, the Avenue enjoys the geographic convenience and has become a popular shopping attraction for both local folks and visitors. Lee Tung Avenue merchants are offering a list of exciting shopping and dining offers including buy 1 get 1 free on Gelato panier in Passion by Genard Dubois and 30% off on designated product in Benefit. Quadruple shopping rewards are launching this summer in Lee Tung Avenue. Customer may redeem Lee Tung Avenue cash discount coupons, merchant voucher, and enjoy extra one-hour free parking upon designated spending. Please refer to appendix 4 and visit Lee Tung Avenue website (<https://bit.ly/2UVOPvE>) for offer details.

Appendix 1: Brief Introduction of Wan Chai Walk

The Old Wan Chai Post Office



Built between 1912 and 1913, this is the oldest surviving post office building in Hong Kong and is today a declared monument. The L-shaped building has a simple pitched-roof with attractive gable ends and mouldings.

The building now serves as a resource centre. Information and pictures about environmental protection are displayed inside, together with views of the development of Hong Kong in the past. Memorial envelopes complete with the official seal of the centre outlook are available to visitors.

The Pawn



Built in 1888, the Woo Cheong Pawn Shop on Johnston Road, is one of the oldest pawn shops in Hong Kong and features a colonnade architectural style from that era. The colonnade, which originated in Southern Europe and Mediterranean Sea, offers passers-by protection from the heat of the sun and heavy rain so it became popular in Hong Kong.

Walking up the steep stairs, you can reach what used to be the pawnshop on the first floor. The high front desk of the pawnshop which was designed to save victors who needed to pawn their goods from embarrassment is now a bar table. The rules and receipts of the

pawnshop are still kept on the wall. As the building is old, the foundation is quite fragile and cannot support too much weight, so for the fourth floor only the framework was kept during restoration, and it becomes a rooftop garden.

Hung Shing Temple



Built on boulders against a craggy hillside in 1847, and reconstructed in 1860, the temple which used to overlook the waterfront and was believed to protect the fishermen in Wan Chai is now a Grade I listed historic building.

Following a number of land reclamations, the temple it is now surrounded by modern commercial and residential buildings. The latest renovation in 1992 restored the original inscription on the granite lintel in the extension, Kwun Yum Temple. Nowadays, the temple performs the Chinese ritual “beating the petty person” every year.

Blue House



Built in 1920s, the Blue House is a four-storey Lingnan-style house, combining both Eastern and Western architectural styles. In addition to the iconic blue façade, the wooden doors of the old shops, the steep wooden stairs, the beams, handrail, and other wooden details have all been well restored. This building is a rare example of a traditional tong lau (tenement building) with a balcony that offers a genuine witness to history.

186-190 Queen's Road East Tenement House



186-190 Queen's Road East is a 3 pre-war residential blocks of Tenement House. They are now a Grade III historical building and have been preserved for wedding-related.

Lee Tung Avenue



Lee Tung Avenue brings a 200-meter-long tree-lined pedestrian walkway experience to Hong Kong. There are distinctive stores, sidewalk cafes and gourmet restaurants that to create an uniqueness shopping and dining experience in Lee Tung Avenue.

Appendix 2: Brief Introduction of Wedding Tour

Triple Happiness & Double Hei



Three fatty couples have transformed to the ambassadors of Lee Tung Avenue, and welcome every visitor and passerby to this ever dynamic avenue with a smile.

Dressed in red and gold, these festive colors are usually associated with traditional celebrations, they symbolize the Chinese “Five Good Fortunes” which consist of happiness, luck, longevity, prosperity and wealth. The Chinese character ‘double happiness’ printed on the outfit does not only representing the marital happiness of newly-weds, but also ‘happiness comes twice’ and ‘double happiness at the door’. Their admirably plump and well-rounded bodies represent stability, equilibrium, contentment and fulfillment, while their smiles and postures are meant to invite hugging and embracing.

The three fatty couples are collectively named as ‘Triple Happiness’ by the artist. It is her wish that they can stand in harmony with the environment and people's daily life; they bring smiles and warmth, and a taste of art and culture to be enjoyed by the community; and most of all, they serve as the ambassadors of Lee Tung Avenue and give smiles and happiness to all.

“Double Hei”, means “double happiness” in Chinese and it is also a traditional Chinese auspicious pattern which symbolizes celebration and blessing. Most people connect “Double Hei” with marriage only, but it contains the meaning of joy and happiness, and it is also a lucky pattern instead. Chinese people put on the word “Hei” as a decoration on to the windows and doors on their wedding day to wish for a happy marriage ever-after.

Appendix 3: Event Schedule of Oceans Celebration by Lee Tung Avenue X WWF-Hong Kong

LOVE! OCEAN Pop-up Space



| | |
|---------|---|
| Date | 2020.06.12-07.27 |
| Time | 10am-7pm |
| Venue | Shop G26, Lee Tung Avenue |
| Details | 3D panda & shark photo zone, ocean protection exhibition & WWF pop-up store |

MOVIE! TIME Ocean Theatre



| | |
|---------|---|
| Date | 2020.06.12-07.12 |
| Time | 10am-7pm |
| Venue | Shop G35, Lee Tung Avenue |
| Details | Award-winning documentary and tale of Hong Kong Oceans videos playing |

Solar-powered Mobile Cafe



| | |
|---------|--|
| Date | 2020.06.13,14,20,27,28 2020.07.04,05,11,12,18,19,25,26 |
| Time | 10:45am-6:30pm |
| Venue | Central Piazza (sunny day) or Basement 1/F (rainy day) |
| Details | Promote renewable Energy; Get a free WWF foldable silicone cup and a cup of coffee upon 3-month WWF membership subscription. |

Kids Workshop

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|---------|--|
| Date | 2020.06.15-07.12 |
| Time | 4pm-5pm |
| Venue | Shop G35, Lee Tung Avenue |
| Details | Free admission, RSVP required (https://wwf.hk/2zlexfD) Quota applies on first come first serve basis. Participants can get a WWF Marine Experimentation Certificate upon completion of workshop. |

Expert Talk

| | |
|---------|--|
| Date | 2020.06.25,27 2020.07.04,11 |
| Time | 3pm-3:45pm |
| Venue | Shop G35, Lee Tung Avenue |
| Details | Free admission, RSVP required (https://wwf.hk/2NcaaMQ) Quota applies on first come first serve basis. Expert to share the tale of Hong Kong Oceans and Chinese white dolphins, and promote the marine protection. |

Take a Picture with Chinese White Dolphin Mascot

| | |
|-------|---------------------------------------|
| Date | 2020.06.25,27 2020.07.04,11 |
| Time | 2:30pm-2:45pm, 3:45pm-4pm, 4pm-4:30pm |
| Venue | Along Lee Tung Avenue |

Appendix 4: Lee Tung Avenue Dinning & Shopping Offers*

*Terms and conditions apply on the below promotions. Offers and promotional period are subject to change without prior notice. Daily quota applies, offers are on first-come, first-served basis, available while stock lasts. Photos are for reference only. In any cases of dispute, Lee Tung Avenue Management Company Limited and the corresponding merchants reserve the right for final decision.

**Benefit
G34B**



30% off on Feathered & Full Brows Kit
(shade 3 or shade 5)

**Emack & Bolios
G09-10**



2020 Summer Breezers HK\$69/cup

**GaZ Accessories
B13**



10% off on regular-priced items

**Gong Fu Teahouse
B08-09**



A complimentary Classic Gong Fu Tea
Coolstuff Set upon any 2 box purchase of Tea
Master Secret (Special Discount HK\$270)

Hay
G01,04,05 & F01A



10% off upon spending of HK\$300
or above (excluding 10% service charge)
on any in-house dining

Le Pain Quotidien
G40,40A & 41



A complimentary coffee
upon any in-house dining

Mr Simms Olde Sweet Shoppe
G27



Complimentary candies
upon spending of HK\$100

Okashi Galleria x Calbee Plus
G14-15 & F15A



HK\$30 discount upon
net purchase of HK\$200

Passion by Genard Dubois
G11,12 & F12A







Buy 1 get 1 free on Gelato panier
(daily after 2:30pm)

PizzaExpress
G31 & F31A



Buy 1 Get 1 on Sauvignon Blanc (Glass)

| | |
|--|---|
| <p>Sliversmith B31</p>  <p>15% off on 925 silver accessories</p> | <p>Sun Kai Tat B07</p>  <p>10% off upon 2 packs of red packets purchase</p> |
| <p>Tai Tung Bakery B02-03</p>  <p>HK\$20up for Breakfast Set</p> | <p>YOKU MOKU G07</p>  <p>A complimentary Cigare gift bag upon net purchase of HK\$399 or above</p> |

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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