

For Immediate Release

**Lee Tung Avenue and SPCA Presenting  
Hong Kong's First Large-Scale Outdoor "Cat Festival"  
To Arouse Public Concern about Animal Welfare and Share Positive Vibes**



Download Images:

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【Hong Kong – 2020.10.25】

**"Cat Festival" by Lee Tung Avenue X SPCA**

To celebrate the 20<sup>th</sup> anniversary of the "Cat Colony Care Programme" and to arouse more public attention to the development of animal welfare in the community, Society for the Prevention of Cruelty to Animals (Hong Kong) is collaborating with Lee Tung Avenue for Hong Kong's first outdoor "Cat Festival" at Lee Tung Avenue from 25<sup>th</sup> October to 15<sup>th</sup> November. The event is fully sponsored by the well-known Chinese medicine brand - Wai Yuen Tong's pet series @ProVet developed by Chinese veterinarians.

During the event period, a giant inflatable cat whose shape and design fully represent Hong Kong's street cats will be displayed at Central Piazza of Lee Tung Avenue. Visitors are welcomed to take photos with the giant "cat ambassador" to feel the huge positive energy brought by caring for animals. Moreover, SPCA will host a "Street Cat Hunt" game to give participants a taste of what it's like to wander on the streets like cats and learn about different aspects of animal awareness through studying the information about the programme which will be found on the nearby display boards. During the event period, a 'Cat-Themed Flea Market' will take place every Sunday where cat lovers will surely find fashionable products for themselves and their fur-kids love. In order to

allow more cat lovers to participate, short videos of cats will be broadcasted on the spot during the event. Please refer to Appendix 1 for more event details.


**Lee Tung Avenue Exclusive 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. During the event period, Lee Tung Avenue merchants are offering a list of exciting shopping and dining offers including to donate 15% of the proceeds to SPCA's CCCP upon purchase of designated cat-themed whiskies at Caskells Whisky & Fine Spirits and HK\$300/3-nail or HK\$100/1-nail on "Charity Cat Nail Design" with every Soft Gel or Hard Gel nail services at Nail Bar (all proceeds of the cat nail design will be donated to SPCA's CCCP) . Please refer to Appendix 2. Customer may also redeem Lee Tung Avenue cash discount coupons and enjoy extra one-hour free parking upon designated spending. Please visit Lee Tung Avenue website (<https://bit.ly/2UVOPvE>) for offer details.



**New "Pet-friendly Zone" at Lee Tung Avenue**

From October 2020, part of the public open space at 5/F Rooftop Garden under Lee Tung Avenue is designated as a "Pet-friendly Zone" for pet owners to spend their leisure time and enjoyment. "Pet-friendly Zone" provides Pet Excreta Collection Bin, Pet Latrine and water facility. Pet owners can walk their pets in the "Pet-friendly Zone" while enjoying the beautiful landscape in Wan Chai.

**Appendix 1: "Cat Festival" by Lee Tung Avenue X SPCA**

<b>"Giant Cat Ambassador"</b>	
	
Date	2020.10.25 – 11.15
Time	8am – 11pm
Venue	Central Piazza, Lee Tung Avenue
Details	Adults and children will be welcome to take photos with the giant cat ambassador so to feel the huge positive energy brought on by caring for animals.

<b>"Street Cat Hunt"</b>	
	
Date	2020.10.25 – 11.15
Time	8am – 11pm
Venue	Along Lee Tung Avenue
Details	'Street Cat Hunt' game on Lee Tung Avenue, giving participants a taste of what it's like to wander on the streets like cats and a chance to learn more about animal care.
<b>"Cat Festival" Kick-off Ceremony</b>	
Date	2020.10.25
Time	2pm – 3pm
Venue	Central Piazza, Lee Tung Avenue
Details	Official announce the event.
<b>"Cat Brick Exhibition"</b>	
Date	2020.10.25, 11.01, 11.08, 11.15
Time	12nn – 6pm
Venue	Central Piazza, Lee Tung Avenue
<b>"Cat-Themed Flea Market"</b>	
Date	2020.10.25, 11.01, 11.08, 11.15
Time	12nn – 6pm
Venue	Along Lee Tung Avenue
<b>"Cat" Show &amp; Tell</b>	
Date	2020.10.25, 11.01, 11.08, 11.15
Time	12nn – 6pm
Venue	Central Piazza, Lee Tung Avenue

Halloween "Cat Party"	
	
Date	2020.10.31
Time	6pm – 9pm
Venue	Along Lee Tung Avenue

**Appendix 2: Lee Tung Avenue Exclusive Offers\***

Caskells Whisky & Fine Spirits G38	CATALO B37
	
15% of the proceeds will be donated to SPCA's CCCP upon purchase of designated cat-themed whiskies	Natural Vitamin C Formula 60 Chewable Tablets special offer HK\$98 (original price HK\$268)



**Emack & Bolio's**  
**G09 – 10**



Kitten Footprint HK\$88;  
10% off upon posting any photo about  
cat festival on social media;  
Extra free upgrade upon posting any  
photo of giant inflatable cat and  
following LTA and Emack & Bolio's social  
media

**G.O.A.T. Barbershop**  
**B33**



Hair service HK\$50 off and  
free mini tin styling product upon  
posting any photo of giant inflatable cat  
and following LTA and G.O.A.T.  
Barbershop social media

**Gong Fu Teahouse 工夫茶舍**  
**B08 – 09**



20% off on tea master secret series L (Tea  
Bag) upon posting any photo of giant  
inflatable cat and following LTA and Gong  
Fu Teahouse social media

**Hallmark**  
**B05 - 06**



15 % off on designated Pusheen  
products

**HAY! 喜遇**  
**G01, 04 – 05**



Enjoy 10% off with minimum spending of HK\$300 (Excluding 10% service charge) on A-La-Carte menu upon posting any photo of giant inflatable cat and following LTA and HAY! social media

**Kaneko Hannosuke 金子半之助**  
**G16**



50% off on Side Dish Whiting/ Sea robins Tempura upon ordering one Tempura Rice bowl; HK\$10 off on tendon for dine-in only) upon posting any photo of giant inflatable cat and following LTA and Kaneko Hannosuke social media

**PizzaExpress**  
**G31 & F31A**



Enjoy 30% off upon spending of HK\$250 on A-La-Carte menu upon follow @Leetungavenue and @pizzaexpressHK and upload your selfie with the giant inflatable cat with pizzaexpress IG FILTER #PECheer4U and tag @pizzaexpresshk and @leetungavenue on IG STORY

**Nail Bar**  
**B11**



HK\$300/3-nail or HK\$100/1-nail on "Charity Cat Nail Design" with every Soft Gel or Hard Gel nail services

<p><b>Sun Kai Tat 新啟達印刷燙金公司</b> <b>B07</b></p>  <p>10% off on 2 packs or more of red packets purchase</p>	<p><b>THERMOS</b> <b>B40</b></p>  <p>Up to 40% off on designated products</p>
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\*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.

**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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IOS : <https://apple.co/2CWseWV> Android : <http://bit.ly/2YOUzHZ>

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