

Press Release

For Immediate Release

Lee Tung Avenue Presents “LTA x WEDO GLOBAL” CNY Gift Box
Pass on Love at the beginning of the Year of the Tiger
CNY Spending Rewards and New Store Openings with CNY Offers



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<https://drive.google.com/drive/folders/1Elc4oVPIJcNiTE9fwgXTDji4DmI2-JX3?usp=sharing>

Chinese New Year is most important occasion in town and this year, we are welcoming the Year of the Tiger. To maximize the luck for the new year, every family is busy doing new year shopping, preparing reunion dinner and red envelopes, and putting up spring couplets. If you want to further experience the festivity and take photos with your loved ones, Lee Tung Avenue in Wan Chai is definitely a must-go. CNY has everything to do with great fortune

and auspice. That' s why LTA is hanging in total of 888 red lanterns on every corner to welcome the Year of the Tiger.

To spread warmth to more people and to provide more gift choices, this year is the first time LTA cooperates with WEDO GLOBAL, a social enterprise that promotes multicultural education, and introduces "LTA x WEDO GLOBAL" CNY charity gift boxes, which contains gifts sponsored by LTA, LTA merchants, WEDO GLOBAL, and the partner merchant of online gift shopping platform Prezitt. The gift box will be for sale in limited quantities from now until 31 January through the websites of WEDO GLOBAL (<https://wedoglobal.boutir.com/>) and Prezitt (<https://prezitt.com/>). All net proceeds generated will be donated to WEDO GLOBAL Foundation to support its works on community and local multiculturalism development.

"LTA x WEDO GLOBAL" CNY Gift Box includes :

- LTA 2022 Limited Edition Red Envelopes (10 pcs)
- WEDO GLOBAL Special Edition "We Mask Cover" Reusable Mask (1 pc)
- Gung Fu Teahouse Pu'er Tea (1 can of 150g)
- Shan Shau Jok "Pistachio & Cranberry Nougat" and "Tangerine Peel & Almond Nougat" (120g, 4 pieces for each flavor)
- Flo Jewellery Mask Chain (1 pc)
- CookieBoy Handmade Cookies* (in total 3 pieces of 45g each, flavors include Raisin Oatmeal, Butter Peanut Butter and Uji Matcha)*



Gift Box Price : HK\$368

All net proceeds will be donated to the WEDO GLOBAL Foundation.

Delivery Information:

Gift box price already includes delivery fee

Delivery date is from now to 31/1/2022

【Product Return】

For hygienic reasons, the gift box cannot be returned or exchanged.

Reusable masks are handcrafted and each one is unique, so slight variations in color, pattern, and size are expected.

【Friendly Reminder】

For reusable masks :

- non-medical use
- wash before use
- recommended for use with surgical masks or appropriate filters
- no medical masks or filters is contained

*CookieBoy Handmade cookies have an expiration date of 7/2/2022 or 9/2/2022.

Limited Red Envelopes & Spending Reward Coupons



The charming red envelope set (10 pcs per set) LTA brings this year is gold-tooled in Chinese ink style with with glaring New Year patterns, such as birds, flowers and fish, etc. Plus auspicious congratulations, the red envelopes are full of joyous CNY ambience! Fascinatingly enough, all 10 envelopes will even show the words of LTA in Chinese when joined together. From now until 31 January, consumers spending HK\$500 in a day with e-payments at any merchant of LTA (maximum 3 receipts from different merchants) can redeem a set of the limited edition red envelopes!

From now until 31 January, upon same-day spending of HK\$200 with e-payments at any merchant of LTA (maximum 3 receipts from different merchants), consumers can redeem a HK\$50 dining cash discount coupon. From now until 28 February, upon same-day spending of HK\$1,000 with e-payments at any merchant of LTA (maximum 3 receipts from different merchants), consumers can also redeem one HK\$50 dining cash discount coupon and one HK\$50 shopping cash discount coupon. Let' s enjoy dining and shopping with your family and friends to celebrate the CNY!



Consumption Amounts	Rewards	Redemption Date
HK\$200	One HK\$50 dining cash discount coupon (maximum 25% rebate)	From now until 31 January
HK\$500	LTA 2022 Limited Edition Red Envelopes (10 pcs)	From now until 31 January
HK\$1,000	One HK\$50 dining cash discount coupon + One HK\$50 shopping cash discount coupon	From now until 28 February

New Trending Stores Land in LTA








From time to time, LTA keeps introducing high-quality trending stores. The Year of the Tiger is no exception. A slew of new stores will be stationed in LTA, including Dan Ryan's Chicago Grill – a famous western restaurant, Wing Wah Allday – a 75-year-old brand with new ideas, The Baker & The Bottlemaker – a bakery and bar hosted by a British Michelin chef, Shan Shau Jok – a local brand of meticulously made halva, Sharon I – a luxury jewelry brand in Paris,

Gyu-Kaku Buffet – the top popular yakiniku restaurant in Japan, Coosht – a new Asian fusion restaurant, and the Pop-Up store of the brand Bose, which specializes in high-quality audio in America. No matter if you want to hang out with family and friends in the new year, or buy a special gift for them, LTA has myriads of choices to meet your ever-changing needs and high-quality requirements.




Lanterns light up the Year of the Tiger	
Date :	2022.1.15-2022.2.28
Time :	12 noon to 10pm (illumination at 5:30pm)
Venue :	Along LTA
Activity Details :	In total 888 red lanterns hung over every corner of LTA. Lighting up the CNY ambience and creating a IGable check-in spot with traditional festivity and glamour.
The Sale of LTA Charitable CNY Gift Box	
Date :	From today to 2022.1. 31
Website :	WEDO GLBOAL https://wedoglobal.boutir.com/ or the online shopping platform Prezitt https://prezitt.com/
Price :	HK\$368
Limited Red Envelopes & Spending Reward Vouchers	
Date :	From today to 2022.1.31 (Red Envelopes) ; From today to 2022.2.28 (Spending Reward Coupons)
Time :	10am to 10pm
Venue :	Customer Service Centre on Basement 1 of LTA
Activity Details :	<p>Redeem a set of the limited edition red envelopes upon same-day spending of HK\$500 with e-payments at any merchant of LTA (maximum 3 receipts from different merchants).</p> <p>Redeem a HK\$50 dining cash discount coupon upon same-day spending of HK\$200 with e-payments at any merchant of LTA (maximum 3 receipts from different merchants).</p> <p>Redeem one HK\$50 dining cash discount coupon and one HK\$50 shopping cash discount coupon upon same-day spending of HK\$1,000 with e-payments at any merchant of LTA (maximum 3 receipts from different merchants).</p>


* For more details, please refer to LTA website.

New Trending Stores Land in LTA			
Merchants	Location	Features	Photo References
Dan Ryan's Chicago Grill	G40	<p>The first Dan Ryan's restaurant in Hong Kong opened in 1989, offering Hong Kong diners the most authentic, classic and up-to-date American cuisine. The new store at LTA is the brand's first two-storey branch.</p> <p>Diners can sit in the coolest outdoor dining terrace in Wan Chai, enjoying the cityview and the bustling streets. The dining atmosphere is relaxed, comfortable, and intoxicating.</p>	  

Wing Wah Allday	G22-23	<p>An hour in the morning is worth two in the evening. Wing Wah Allday hopes to awaken every Hong Konger through the secret soup base with a history of more than 75 years. The restaurant provides a variety of delicacies as well as a relaxed and home-like environment. At Wing Wah Allday, not only may you feel at home, but also feel the little stories between you and the restaurant.</p>	
The Baker & The Bottleman	G14-15	<p>Hosted by British chef Roganic, who has won one Michelin star, the bakery is two-storey high and decorated mainly in blue and brown, full of British style. A bakery by day, a natural wine bar by night. Simon Rogan and his baking team insist</p>	

		<p>on using century-old baking techniques to make freshly made British traditional handmade breads and pastries every day.</p>	
Shan Shau Jok	G09-10	<p>Established in 2016, Shan Shau Jok currently has more than 20 popular "Made in Hong Kong" products, such as nut crisps, nougats and cookies. The brand strictly selects high-quality ingredients from all over the world including local crops. Products are made with their own low-temperature baking technology, which breaks the traditional stigma of high sugar, high oil, and high fat but retains the original nutrition and aroma of the ingredients.</p>	

Sharon I	B41	Sharon I, an award-winning premium jewelry brand from Paris, has always focused on high-end design and has eminent customized services, showing its unique individual style through works.	
Gyu-Kaku Buffet	G32 & F30A	Gyu-Kaku is the world-renowned Number 1 popular yakiniku restaurant in Japan with more than 700 restaurants. Gyu-Kaku offers an authentic yakiniku experience, using top-quality fresh ingredients to cater to a class of customers who demand quality.	
Cooshti	G35A & F35A	Cooshti, a new Asian fusion restaurant under the Oolaa Group, provides customers with a different dining experience with comfortable and	

		relaxed ambience, customer-oriented service, and refreshing delicacies.	
Bose (Pop-Up)	G35	Bose Corporation was founded in 1964 by Dr. Amar G. Bose of the Massachusetts Institute of Technology. The advancement of Bose products spans various generations and industries, bringing unprecedented high-quality sound and audio through creative thinking and innovation.	

About Lee Tung Avenue

Lee Tung Avenue brings a new 200-meter-long, tree-lined pedestrian walkway to Hong Kong Island. The avenue is home to sidewalk cafes, gourmet restaurants, and local and overseas fashion outlets. It is also gaining fame for its large variety of lifestyle activities. Lee Tung Avenue is conveniently accessible from downtown via all forms of transport. Lee Tung Avenue prides itself on its close connection with local communities and revitalizing traditional Wan Chai, while becoming a focal point of Wan Chai South.

Lee Tung Avenue has won critical acclams from Hong Kong and international organizations, including Glod winner of " Best Media Event" , "Best Use of Venue" and "Best Event – Corporate Social Responsibility" at Marketing Magazine Marketing Event Award 2020, Glod winner of "Best Use of Experiential Marketing" at Loyalty & Engagement Award 2020, Gold winner of "Sales Marketing & Event" at 2019 ICSC China Shopping Centre & Retailer Award held by International Council of Shopping Centers and more.

Lee Tung Avenue' s Official Website : <http://www.leetungavenue.com.hk>

Follow LTA Instagram: [@leetungavenue](https://www.instagram.com/leetungavenue)

#leetungavenue #LTACNY2022

About WEDO GLOBAL



WEDO GLOBAL is a social enterprise that promotes multicultural education through designing and arranging multicultural workshops, community exploration guided tours and social innovation training activities. The themes mainly include diversity and integration, design thinking, etc. They aim to promote participants' knowledge and understanding of different cultures and broaden their international horizons.

Under the epidemic, WEDO GLOBAL has trained a group of grassroots South Asian women to become "Sewing Ambassadors". Through the local design and production of culturally distinctive products, they endeavor to connect with stakeholders of different ethnic and

cultural backgrounds in Hong Kong, and to establish an integrated society that supports multiculturalism.

This press release is prepared by Oasis Brand Communications Company Limited. (OBC) on behalf of Lee Tung Avenue Management Company Limited (LTAML). For any enquiries, please contact:

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