

【Press release】

For immediate release

“Sea of Lanterns: Blissful Mid-Autumn Reunion @ Lee Tung Avenue” Over 800 Traditional Chinese Lanterns Light up the Tree-Lined Avenue A Host of Festive Activities from Charity Fair to Music Performances



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[Hong Kong, 2 September 2022] This year, Lee Tung Avenue will continue to celebrate the Mid-Autumn Festival the traditional way: hundreds of iconic Chinese lanterns will turn the tree-lined street into an enchanting destination for the public to take memorable photos and spend quality time with their loved ones.

To add new meaning to the traditional festival, Lee Tung Avenue will be hosting two charity events for three consecutive weekends in September, including a charity marketplace by the Rotary Club of Hong Kong, and a charity pop-up organised by local handicraft fair organiser Dreamcatcher Inno Box and the Hong Kong Family Welfare Society (HKFWS). The events will feature booths selling handmade items and lantern-making workshops, among other programmes. Proceeds from the sales will be used to provide welfare services for those in need in the community.

Meanwhile, from now to 31 October 2022, shoppers who spend designated amounts at Lee Tung Avenue via e-payment will get an up to 15% cashback in the form of cash coupons. The offers are summarised as follows:

- Spend HK\$200: Receive one HK\$20 dining coupon
- Spend HK\$500: Receive one HK\$20 dining coupon and one HK\$30 shopping coupon
- Spend HK\$1,000: Receive a total of four coupons – one HK\$20 dining coupon, one HK\$50 dining coupon, one HK\$30 shopping coupon and one HK\$50 shopping coupon

Sea of Lanterns: Blissful Mid-Autumn Reunion @ Lee Tung Avenue



Lanterns, which symbolise family reunion, are essential decorative elements of the Mid-Autumn Festival. Between 2 September and 4 October 2022, over 800 colourful lanterns will be hanging above Lee Tung Avenue as part of the Mid-Autumn celebration themed “Sea of Lanterns: Blissful Mid-Autumn Reunion @ Lee Tung Avenue”. The lanterns will be switched on every day from 5pm to create a mesmerising sight. The public is welcome to visit and take photos of the festive decorations during both day and night, and enjoy the delightful offers at Lee Tung Avenue. On the day of the Mid-Autumn Festival (10 September), each child will also receive a free mini lantern.



Rotary Club of Hong Kong: “Service Above Self” Marching Through a Century Charity Marketplace – Art & Craft at Lee Tung Avenue

Since it was founded over 90 years ago, the Rotary Club of Hong Kong has been mobilising leaders of the business and professional sectors to provide humanitarian services to the community. Between 3 and 7 September 2022, the club will be at Lee Tung Avenue organising a charity marketplace that sells original handmade gifts and an exhibition tracing the club's history. Organisations to take part in the bazaar include J Life Foundation Limited, Parsons Music Corporation, Rotaract Club of Hong Kong, Kadoorie Farm and Botanic Garden, Hong Kong Arts Centre, Arts with the Disabled Association Hong Kong and Hong Kong Women Workers' Association. The event will also feature lantern riddles, workshops on eco-lantern making and Chinese calligraphy, and live performances. Entrance is free to all. As the public enjoy the fun activities, they will also have the opportunity to help those in need in society.



“Baron Music Stage - Mid-Autumn Festival Concert” by Baron School of Music

The “Baron Music Stage - Mid-Autumn Festival Concert”, produced and organised by Baron School of Music, will be staged on 10 September 2022 from 1pm to 3pm, during which singers from the school will perform pop songs to drum up the festivities while promoting Cantopop.

Baron School of Music is the first professional academy in Hong Kong that combines popular and classical music education. Founded by Hong Kong music composer Mr Ronald Ng, the school is committed to identifying and nurturing a new generation of musicians of all kinds. It also strives to help students who are interested in pursuing a career in the music industry to better know the industry by providing them with up-to-date industry knowledge and skills.



The Hong Kong Jockey Club Power of Music+ Programme: “Share the Joy” Community Concert

Founded by violin virtuoso Yao Jue BBS, JP, the Hong Kong String Orchestra (HKSO) has achieved significant recognition locally and internationally for its “music uniqueness fusing Eastern and Western influences”. The orchestra strives to expand musical horizons and promote new music, and has become the string orchestra in Hong Kong with the best local strings elites.



In the “Share the Joy” community concert on 10 September 2022 from 4:30pm to 5pm, a string quartet formed by HKSO will be performing folk songs from different cultures. Members of the HKSO's Light of Hope Music Training Programme will also perform festive tunes at the event to celebrate the Mid-Autumn Festival with the public.



Dreamcatcher X HKFWS Autumn Charity Popup

For two consecutive weekends (11-12 & 17-18 September 2022), Dreamcatcher Inno Box will be organising the “Dreamcatcher X HKFWS Autumn Charity Popup” at Lee Tung Avenue to share local designs and cultural ideas with the public. In collaboration with the Hong Kong Family Welfare Society (HKFWS), the handicraft fair organiser and cultural event planner will also invite social enterprises and recipients of HKFWS services to spread positive messages through handmade designs.







2022 Mid-Autumn Festival Programmes at Lee Tung Avenue

Sea of Lanterns: Blissful Mid-Autumn Reunion @ Lee Tung Avenue	
Date	2 September to 4 October 2022
Time	8am to 10pm (lanterns are switched on from 5pm)
Location	Along Lee Tung Avenue
Details	Over 800 traditional Chinese lanterns, in the colour scheme of red, green, purple and pink, will be hanging above Lee Tung Avenue to create a magnificent scene and perfect photo backdrop for the upcoming Mid-Autumn Festival.
Free Mini Lanterns for Children	
Date	10 September 2022
Time	2pm to 6pm
Location	Lee Tung Avenue, near the Johnston Road entrance
Details	Visit Lee Tung Avenue on the day of the Mid-Autumn Festival, and every child will receive a free mini lantern. First come, first served while stocks last.







Rotary Club of Hong Kong: “Service Above Self” Marching Through a Century Charity Marketplace – Art & Craft at Lee Tung Avenue	
Date	Charity Marketplace: 3 & 4 September 2022 Exhibition: 3 to 7 September 2022
Time	11am to 7pm
Location	Central Piazza, Lee Tung Avenue
Details	The exhibition will trace the history and development of the Rotary Club of Hong Kong, while the charity marketplace will include the sale of original handmade gifts, lantern riddles, and eco-lantern-making and calligraphy workshops. Free entry for all.
“Baron Music Stage - Mid-Autumn Festival Concert” by Baron School of Music	
Date	10 September 2022
Time	1pm to 3pm
Location	Central Piazza, Lee Tung Avenue
Details	Produced and organised by Baron School of Music, the concert will feature performances of pop songs by the school’s singers and students to promote Hong Kong’s pop music culture.
The Hong Kong Jockey Club Power of Music+ Programme: “Share the Joy” Community Concert	
Date	10 September 2022
Time	4:30pm to 5:30pm
Location	Central Piazza, Lee Tung Avenue
Details	A string quartet formed by musicians of the Hong Kong String Orchestra will perform folk songs from different cultures, while underprivileged youths from the HKSO’s Light of Hope Music Training Programme will perform festive music.
Dreamcatcher x HKFWS Autumn Charity Popup	
Date	11 & 12, 17 & 18 September 2022
Time	12 noon to 7pm
Location	Along Lee Tung Avenue
Details	Dreamcatcher Inno Box and the Hong Kong Family Welfare Society (HKFWS) will invite social enterprises and recipients of HKFWS services to promote positive messages through handmade designs.

Dining and Shopping Offers at Lee Tung Avenue

Shop	Offer	Image	Promotion period
Selected Mid-Autumn Festival offers			
Shan Shau Jok G09-10	Up to 25% off assorted mooncake gift boxes		Until 12 Sept 2022
Gong Fu Teahouse B08-09	Enjoy the following offers when ordering the Mid-Autumn Premium Tea Set: <ul style="list-style-type: none"> - Buy 1 set to get a 15% discount, i.e., HK\$425 instead of the original price of HK\$500 - Buy 3 sets to receive a Dried Rose Buds Box Set for free - Buy 5 sets to get a 22% discount, i.e., HK\$390 per set - Buy 6 sets to receive two Dried Rose Buds Box Set for free 		Until 10 Sept 2022
YOKU MOKU G07	Special offers on the Selected Mid-Autumn Gift Box: Offer 1: Buy 2, get 1 free Offer 2: Redeem the Selected Mid-Autumn Gift Box at HK\$199 upon any purchase (original price: HK\$298 for 1 box) Limited stocks available on a first-come, first-served basis		Until 12 Sept 2022
King Bakery G13	Up to 17% off mooncakes in stock		Until 10 Sept 2022

Dining and Shopping Offers

ABURI-EN G02-03	Receive a HK\$30 coupon upon any dine-in spending		Until 12 Sept 2022
Carpenter Tan B40	Receive a gift upon spending HK\$328 on full-price items		Until 12 Sept 2022
Rakuraku Ramen G30	Enjoy a 10% discount upon spending HK\$250 in a single transaction and following the shop on social media (applicable only to payment by WeChat Pay/Alipay/Octopus)		Until 12 Sept 2022
Hallmark B05-06	<ul style="list-style-type: none"> Enjoy 30% off any Crayola Inspiration Art Case (original price: \$398). Crayola Inspiration Art Case is filled with washable felt-tip pens and pencils, crayons and coloured pencils, allowing children to unleash their creativity. There are many designs to choose from, including Mickey Mouse, Baby Shark, Disney Princess, Spiderman and Paw Patrol. Receive a Crayola pencil case upon any net purchase of HK\$400. 		Until 15 Sept 2022



About Lee Tung Avenue

Lee Tung Avenue brings a 200-metre-long tree-lined pedestrian walkway to Hong Kong Island. Home to sidewalk cafes, gourmet restaurants, and local and international brands, the avenue is gaining fame for its large variety of lifestyle activities. Conveniently accessible from downtown via all forms of transport, Lee Tung Avenue is a focal point of Wan Chai South. It prides itself on its close connection with local communities and constantly injects vitality into the traditional district.

Lee Tung Avenue has won critical acclaims from Hong Kong and international organisations. It has won gold awards in “Best Media Event”, “Best Use of Venue” and “Best Event – Corporate Social Responsibility” at Marketing Magazine Marketing Event Award 2020, a gold award in “Best Use of Experiential Marketing” at Loyalty & Engagement Award 2020, and a gold award in “Sales Marketing & Event” at the 2019 ICSC China Shopping Centre & Retailer Award organised by International Council of Shopping Centers, among others.

Official Website : <http://www.leetungavenue.com.hk>

Follow Lee Tung Avenue on Instagram: [@leetungavenue](https://www.instagram.com/leetungavenue)

#leetungavenue #利東街 #LTAoffer

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