

Press release  
For immediate release

**Lee Tung Avenue Presents: LTA CHRISTMAS DISCO: Glitz n' Glam Party  
Asia's Biggest Mirror Ball Brings Back Golden Disco Era  
DJ Party, Student Dance Contest and Charity Bazaar  
Connect Community with Festive Grooves this Holiday Season**



For photo download: <http://bit.ly/3sPPKy9>

(Hong Kong, 17 November 2022) A retro disco party has just kicked off in the heart of Wan Chai! From today to 2 January 2023, Lee Tung Avenue is turning into a nostalgic disco dancehall, with Asia's biggest mirror ball measuring 7 metres in diameter shining above the Central Piazza. Professional stage lighting will radiate off the mirror ball to send a confetti of light over the shopping street, which also dons glittering decorations. Golden hits from the 1970s and 80s will get everyone unleashing their inner dancing king and queen and celebrating the halcyon days of disco.

As part of its continued effort to promote creativity and arts development among young people, Lee Tung Avenue is organising the first-ever LTA DISCO Dance Contest for tertiary students under the disco theme, with young dancers reinterpreting disco dance moves and music as a tribute to the 70s culture.



### Asia's biggest mirror ball 7 metres in diameter



Retro never goes out of vogue. In recent years, youngsters have been embracing cultural products from half a century ago, be they vintage fashion, oldies, roller skates, or even cassette tapes, and the disco culture is among the things whose popularity has been revived. Riding on the trend, Lee Tung Avenue has decided to recreate a disco from the 70s with the biggest disco ball Asia has ever seen – 7 metres in diameter, the ball is covered by over 2,000 mirrors and topped with mistletoe for the festive occasion. Professional stage lighting will be projected onto the disco ball dangling above the Central Piazza to throw a confetti of light on the shopping avenue, which is at the same time decorated with sequins reminiscent of 70s fashion. Shoppers will find themselves travelling back in time as soon as they step into Lee Tung Avenue, the hottest party venue and photo spot in town this Christmas.





The Lee Tung Avenue Christmas Light On Ceremony was held on 17 November 2022. The ceremony, which kicked off a glittering array of festive programmes, was performed by Lady Ivy Wu, Director of Hopewell Holdings Limited (*third left*), Mr Eric Poon, Executive Director (Commercial) of the Urban Renewal Authority (URA) (*third right*), Mr Alexander Ng, Group General Manager of Sino Group (*second left*), Mr Danny Fan, Chief Officer – Property Leasing and Management of Hopewell Holdings Limited (*second right*), Ms Winnie Koo, Director (Property and Land) of the URA (*far left*) and Ms Bella Chhoa, Director of Asset Management of Sino Group (*far right*).



Students of Dance Union, a dance school founded by dance director Sunny Wong, performed disco moves to the 70s hits “Stayin’ Alive” and “YMCA” to drum up the party atmosphere.

Topping off the disco setting is a playlist of classic tunes from the 70s and 80s, compiled by Ms Josie Ho, a versatile Hong Kong Artist, music director and charity ambassador of the LTA CHRISTMAS DISCO. In the coming month or so, “Disco Fever” sessions will be held every half hour between 6pm and 9:30pm, during which disco hits and Christmas pop songs will be played and stage lighting will be shining, coaxing everyone into dancing, jiving and having the time of their life.



### **LTA DISCO Dance Contest for Tertiary Students**

Lee Tung Avenue has long been supporting the younger generation’s creative and artistic development. Leveraging the Christmas disco party, it is providing a stage for young dance enthusiasts to perform and exchange with one another by organising the LTA DISCO Dance Contest for tertiary students. To spark their creativity and stretch their imagination, the finalists will have to incorporate musical or dance elements of 70s disco into the modern dance genres they are used to.



Some finalists said that the dance contest was for them an introduction to 70s dance and music, which they found during rehearsals to have much richer layers than they had thought. One of them said: “Because of the epidemic, we have not had many opportunities to perform. We are grateful to Lee Tung Avenue for providing tertiary student dancers with a platform to shine. We look forward to being on the stage again.”

The dance contest final will be held in the afternoon of 10 December 2022, with 10 teams from different tertiary institutions competing. They will be reinterpreting 70s music and dance to offer the audience a refreshing experience of disco at its most popular.



### **Christmas Night Fever**

On Christmas Day (25 December 2022), Lee Tung Avenue will be hosting a large-scale dance party from 7pm to 9pm at the Central Piazza. Apart from performances by winners of the abovementioned dance contest, there will be a DJ spinning top tracks.

Meanwhile, shoppers who wear bling outfits or accessories in the colours gold, silver or red on 24 & 25 December 2022 will be able to enjoy a range of spending offers at Lee Tung Avenue, such as limited-edition products, free gifts and buy-one, get-one-free discounts. Details will be announced on the website and social media pages of Lee Tung Avenue in due course.



### **LOCOLOCO X Save the Children Christmas Charity Pop-up**

Joining hands with LOCOLOCO, Lee Tung Avenue will be organising a charity bazaar themed on a retro and glittering Christmas. There will be booths selling handmade products by local brands, and creative Christmas DIY workshops at selected weekends (19 & 20, 26 & 27 November 2022). To get a workshop spot, shoppers simply need to follow Lee Tung Avenue on Facebook or Instagram, and post a photo of themselves with Christmas decorations at the shopping avenue to either of the social media platforms tagging @leetungavenue (limited spots are available and allocated on a first-come, first-served basis). Parts of the proceeds from these activities will be donated to the charitable organisation Save the Children Hong Kong to make this Christmas a truly meaningful one.



### **Festive Music & Dance Performances**

On 17, 18, 23-26 December 2022 and 1 January 2023, over 20 charitable groups and performing troupes will be providing live performances including carols singing and dance at the Central Piazza to spread love and joy.



### **Let It Snow!**

On Christmas Eve (24 December 2022) and New Year's Day (1 January 2023), artificial snow will be floating at the Central Piazza at 6pm, 7pm and 8pm to create a winter vacation mood, letting families, friends and lovers share magical moments and take memorable pictures.



### **“You Should be Dancing” Social Media Game**

#### **Prizes for Shiniest Dancing Kings and Queens on Facebook & Instagram**

The 70s musical *Saturday Night Fever* not only sent the world on a disco frenzy, but it also gave rise to one of the most iconic poses ever: a white-suited John Travolta stretching out his arm with a finger pointing towards the sky.



To pay homage to Travolta’s Tony Manero, the public is invited to dress up in shimmering outfits and visit Lee Tung Avenue between 18 November and 23 December 2022 to strike his signature dance pose for a photo, or record a video of their own dance moves on the shopping street, and then upload the photo/video clip to Facebook or Instagram with the hashtag #LTAXMAS (the post/account must be set to public). Each week, three winners will be selected and each will be rewarded HK\$100 in the form of Lee Tung Avenue dining and shopping coupons.

#### **Lee Tung Avenue x Save the Children Disco Mirror Ball Charity Sale**

Shoppers can bring the LTA CHRISTMAS DISCO home and do good by purchasing a special disco mirror ball created by Lee Tung Avenue, as part of the proceeds from the charity sale will be donated to Save the Children Hong Kong. As the disco mirror ball turns, users can go to Lee Tung Avenue’s YouTube channel and play a list of 70s and 80s hits compiled by Ms Josie Ho, music director and charity ambassador of LTA CHRISTMAS DISCO, and dance to their heart’s content.

Access the LTA CHRISTMAS DISCO playlist: <http://bit.ly/3URj2IA>

LTA Christmas Disco is not only a satellite event of the BODW City Programme of Hong Kong Design Centre this year but also a must-visit hot spot this festive season. Come and feel the vibe of the 70s golden era of disco, and enjoy the holiday festivities under sparkling lights and energetic music!

### Winter Spending Rewards

From today to 2 January 2023, shoppers can earn a rebate of up to 12.5% by spending designated amounts at Lee Tung Avenue using an electronic payment method:

- Spend HK\$1,000 to receive one HK\$50 dining discount coupon and one HK\$50 shopping discount coupon
- Spend HK\$1,600 to receive one HK\$100 dining discount coupon and one HK\$100 shopping discount coupon

Redemption Details:




Date: Now to 2 January 2023






Time: 10am to 10pm

Location: Customer Service Centre, Basement 1/F, Lee Tung Avenue

### Christmas Shopping Offers

Various Lee Tung Avenue tenants are rolling out special offers to indulge shoppers during the festive holiday:

Tenant	Offer	Image	Promotion period
<b>Hallmark B05-06</b>	Complimentary Christmas Ornament Activity Kit (1 Rope Bag with 6 Plush Ornaments) upon net spending of HK\$1,000 or above		1 Dec 2022 to 3 Jan 2023
<b>Gyu-kaku Buffet G32</b>	Late Happy Hour Offer: Enjoy 20% off on All-you-can-eat Menu (for diners seated after 9pm)		--
<b>YOKU MOKU G35</b>	<ul style="list-style-type: none"><li>• Buy-two, get-one-free offer on Holiday Seasonal Assortment 26 pcs</li><li>• 20% off Holiday Seasonal Assortment 46 pcs</li></ul>		While stocks last

<b>Mr Simms Olde Sweet Shophe G27</b>	Complimentary 50g Pick & Mix upon spending of HK\$200 or above		10 to 24 Dec 2022
<b>Shan Shau Jok G09-10</b>	Enjoy SSJ Christmas Special Nougat Gift Box (105g) at special price HK\$118		1 to 31 Dec 2022
<b>Carpenter Tan B40</b>	Receive a free gift by spending HK\$298 on full-priced items		8 to 12 Dec 2022
<b>Cocolo Tokyo Cake Factory B36</b>	Special price of HK\$128 for pie set (includes three apple pies and one designated pie)		18 Dec 2022 to 2 Jan 2023
<b>Logitech G34A</b>	Enjoy an extra 3% off upon any purchase (only at Lee Tung Avenue shop)		5 to 25 Dec 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.

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

Follow **LTA** Instagram: @leetungavenue

#leetungavenue #利東街 #LTAXMAS #LTAoffer

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## Lee Tung Avenue Christmas Programmes

LTA CHRISTMAS DISCO: Glitz n' Glam Party	
Date	18 November 2022 to 2 January 2023
Time	10am to 10pm (lights switched on from 5pm)
Location	Along Lee Tung Avenue
Contents	This Christmas, Lee Tung Avenue is transforming into a retro disco! With a giant mirror ball of a diameter of 7 metres above the Central Piazza, professional stage lighting, and sparkling decorations all along the shopping street, Lee Tung Avenue will transport you back to the 1970s for a cool disco party.
Disco Fever	
Date	18 November 2022 to 2 January 2023
Time	6pm to 9:30pm (every half hour)
Location	Central Piazza, Lee Tung Avenue
Contents	Ms Josie Ho, the music director and charity ambassador of LTA CHRISTMAS DISCO, has handpicked some disco hits and popular Christmas tunes from the 70s & 80s for the party. With professional stage lighting, the music will send everyone dancing and basking in the spotlight.
LTA DISCO Dance Contest for Tertiary Students	
Date	10 December 2022
Time	3pm to 5pm
Location	Central Piazza, Lee Tung Avenue
Contents	To support the artistic development of young people, Lee Tung Avenue is organising the LTA DISCO Dance Contest for tertiary students, providing young dancers with a stage to showcase their talent. Expect an eye-opening experience as the performers reinterpret disco at its most glorious.



Christmas Night Fever	
Date	25 December 2022
Time	7pm to 9pm
Location	Central Piazza, Lee Tung Avenue
Contents	An outdoor disco experience awaits at Lee Tung Avenue on Christmas Day! In addition to vibrant performances by the winners of the LTA DISCO Dance Contest, a DJ will be spinning top tracks. Get into a shiny disco-themed outfit and enjoy a “Christmas Night Fever”!
LOCOLOCO X Save the Children Christmas Charity Pop-up	
Date	19 November to 2 December 2022
Time	Noon to 7pm
Location	Along Lee Tung Avenue
Contents	Lee Tung Avenue is joining hands with LOCOLOCO to organise a charity bazaar and workshops themed on a retro and glittering Christmas. Numerous local DIY brands will set up booths and raise funds for Save the Children Hong Kong, adding extra meaning to the Christmas holiday.
Music & Dance Performances	
Date	17,18, 23-26 December 2022 & 2 January 2023
Time	Please refer to the Lee Tung Avenue website
Location	Central Piazza, Lee Tung Avenue
Contents	This year, Lee Tung Avenue has invited over 20 groups to provide live performances including singing and dance to drum up the cheerful Christmas spirit.
Let It Snow!	
Date	24 December 2022 & 1 January 2023
Time	6pm, 7pm & 8pm
Location	Central Piazza, Lee Tung Avenue
Contents	Snow effect will create a romantic ambience in the holiday season and the perfect backdrop for shoppers to take photos with their loved ones.

<b>“You Should be Dancing” Social Media Game</b>	
Date	18 November to 23 December 2022
Contents	Strike the iconic John Travolta pose from the 1977 hit <i>Saturday Night Fever</i> for a photo or record a street dance video at Lee Tung Avenue, then post the photo/video on Facebook or Instagram with the hashtag #LTAXMAS (post/account must be set to public). Three winners will be selected each week and each will receive Lee Tung Avenue dining and shopping coupons valued at HK\$100.
<b>Lee Tung Avenue x Save the Children Charity Sale</b>	
Date	18 November 2022 to 2 January 2023
Time	10am to 10pm
Location	Customer Service Centre, Basement 1/F, Lee Tung Avenue
Contents	Lee Tung Avenue is pleased to have Ms Josie Ho as the music director and charity ambassador of LTA CHRISTMAS DISCO, who has selected some of her favourite tunes from the 1970s & 80s for the occasion, presented with the charity disco mirror ball. Part of the proceeds from the charity sale will be donated to Save the Children Hong Kong, allowing shoppers to bring the LTA CHRISTMAS DISCO home and share love and joy with those in need at the same time.