

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
Christmas Party, Student Dance Contest and Charity Sale
Connect Community with Festive Grooves this Holiday Season**



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

(Hong Kong, 19 December 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.



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

Judges praise contest which offers student dancers learning experience and cash prizes for promoting dancing culture



Lee Tung Avenue has long been supporting young people to develop their potential in arts and unleash their creativity. Riding on the theme of the winter campaign, Lee Tung Avenue organised the first-ever LTA DISCO Dance Contest for Tertiary Students to provide a platform for young dancers to perform and learn from one another. As a tribute to the time-honoured disco culture, the finalists were asked to incorporate elements of retro disco music or dance into their contemporary dance genres.

During the final which was successfully held on 10 December 2022, eight teams of dancers from various tertiary institutions who were specially dressed for the occasion performed different dances in tandem with upbeat disco music and interpreted the 70s culture in eye-opening ways. Their exuberant performances drew a crowd to the shopping street. Time and again, the spectators cheered on and applauded the dancers, drumming up the exciting atmosphere.



The three judges of the LTA DISCO Dance Contest for Tertiary Students: (from left to right) Doug.LeeFunk, Frankie Chan and Oceann Wong

Three professional, veteran dancers were invited to be the judges of the dance contest: Doug.LeeFunk, one of the pioneering street dancers in Hong Kong; Oceann Wong, a freelance dancer and choreographer with 15 years of experience under his belt; and Frankie Chan, who specialises in freestyle, waacking and hip hop.

After careful deliberation by the judges, 5GUYS from Hong Kong Baptist University (HKBU) was crowned champion, taking home a cash prize of HK\$10,000. Waack.Soul.Punk, formed by students from the Chinese University of Hong Kong (CU), the University of Hong Kong (HKU), the Hong Kong Institute of Vocational Education (IVE) (Kwun Tong) and Lingnan University (LU), was selected as the first runner-up and awarded HK\$5,000, while CU's Happs came third and received HK\$2,000.

A representative of 5GUYS said: "We are extremely happy to win the first prize in the dance contest, and it was also an exciting experience to see the other teams performing dance genres other than our own in different styles. Our specialty is funk. For the contest, we performed locking along 70s disco music to demonstrate the chemistry between disco and funk. We chose The Jacksons' "Blame it on the Boogie" as our opening song precisely to conjure up the disco. The 1970s may seem far remote from university students like us, but we still hope our performance has introduced more people to disco funk music, parties and dances from different eras."

Another contestant said: "The epidemic has deprived us of performing opportunities. Thanks to Lee Tung Avenue, we are able to get on stage and perform again. The contest also gave us an opportunity to learn from other dancers and motivated us to work hard for our passion and dreams."

The judges said: “We are impressed by the creativity and performances of the student dancers. They are full of potential and it is encouraging to see the next generation of dancers working hard for what they love. The dance contest, staged on this pleasant pedestrian street under a massive, eye-catching mirror ball, has no doubt drawn public attention and helped promote the development of dance in Hong Kong. We also enjoyed the combination of disco and funk. But the most important of all is that the dancers were able to enjoy themselves and unleash their potential in music.”



Champion of the LTA DISCO Dance Contest: 5GUYS (HKBU)



First runner-up: Waack.Soul.Punk (CUHK, HKU, Kwun Tong IVE and LU)



Second runner-up: Happs (CU)

“Christmas Night Fever” Party

Put on Glittering Outfits and Dance under Asia’s Biggest Disco Ball



Between 7pm and 9pm on Christmas Day (25 December 2022), Lee Tung Avenue will be hosting the anticipated “Christmas Night Fever” party in an outdoor disco setting, with a variety of programmes from live DJ to performances by the winners of the LTA DISCO Dance Contest for Tertiary Students. Furthermore, there will be special “Disco Fever” sessions, during which visitors can invite their parents – who might be dancing kings and queens in their youth – for a dance and fully enjoy the festive party.

Meanwhile, Lee Tung Avenue has prepared numerous surprises for those attending the party, including: a disco balloon for each child, a free instant photo for those who follow Lee Tung Avenue on social media, and performances by dancers in 70s looks and Santa Claus. Everyone is invited to put on a shiny outfit for a night of dance fever!

Details:

Date: 25 December 2022






Time: 7pm - 9pm







Dress Code: Glitz n’Glam


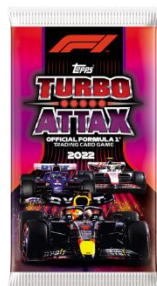
7pm – 7:30pm	Performances by the winners of the LTA DISCO Dance Contest Champion: 5GUYS (HKBU) First runner-up: Waack.Soul.Punk (CUHK, HKU, Kwun Tong IVE and LU) Second runner-up: Happs (CU)
7:30pm – 8pm	Father-daughter dance session – a party for fathers and daughters
8pm – 8:30pm	Mother-son dance session – a party for mothers and sons
8:30pm – 9pm	Furry friends session – a party for pet owners and their furry friends

Puttin' on the Glitz Offers and Limited-edition Products


On 24 and 25 December 2022, Lee Tung Avenue customers who wear gold, silver and/or red clothes and/or accessories will be eligible for a free gift and spending offers such as buy-one, get-one-free discounts. Selected Lee Tung Avenue tenants will also roll out Instagrammable disco-themed products.




<u>Puttin' on the Glitz Offers *</u>		
Tenant	Offer	Image
Crêpe Delicious (Urban Cafe) G26 & F26A	Buy-one, get-one-free offer on sweet crêpes (from 3pm to 5pm only)	
Modern China Restaurant G01, 04-05 & F01A	Buy-one, get-one-free offer on cold drinks	
King Bakery G13	Buy-one, get-one-free offer on bottled milk tea and coffee	
Mr. Simms G27	Buy-one, get-one-free offer on Pick & Mix candies	
Rakuraku Ramen G30	A free glass of Asahi (500 ml) upon ordering a ramen or rice	

Gyu-Kaku Buffet G32 & F30A	All-you-can-drink draught beer upon any spending	
Hannosuke G16	Buy-one, get-one-free offer on Suntory canned beer (350ml) upon ordering a tendon	
Les Halles G18-20	A free pack of BRET'S zero-MSG, gluten-free Porcini Mushroom Potato Chips (125g) upon any purchase	
Shan Shau Jok G09-10	A free box of Cookies Nougat (120 g) upon any purchase	
YOKU MOKU G07	A HK\$50 coupon upon a net purchase of HK\$588 or above	
Cocolo Tokyo Cake Factory B36	Buy-two, get-one-free offer on apple pies	

Benefit G34B	A free travel size That Gal Silky Primer (3ml) upon any purchase	
Hallmark B05-06	A free Formula 1 Turbo Attax promotion pack	

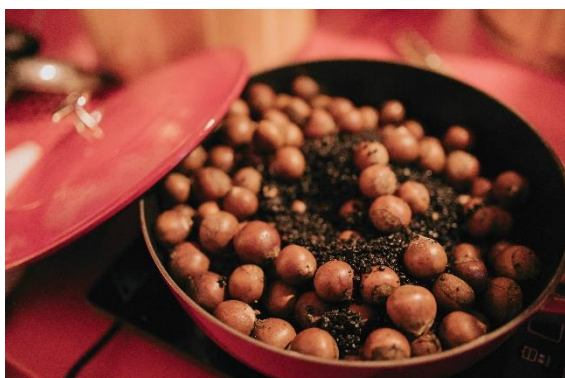
*Please refer to the official Lee Tung Avenue website for details. Terms and conditions apply to the above offers, which are available on a first-come, first-served basis while stocks last. In case of disputes, Lee Tung Avenue Management Company Limited and the participating tenants reserve the right of final decision.

Christmas-only products*		
Tenant	Limited-time-only product	Image
Les Halles G18-20	Disco-themed hamper Les Halles Christmas must-have gift set	
SP Dance G37	Forest Mixed Berry Chocolate Comfort Cake with Amazing Grace Music Box	

Modern China Restaurant G01, 04-05 & F01A	Sparkling iced drinks	
Crêpe Delicious G26 & F26A	Sweet crêpes Sparkling iced drinks	
Dan Ryan's Chicago Grill G40	Christmas Yule Log Cake	

*Please refer to the official Lee Tung Avenue website for details. Terms and conditions apply to the above products, which are available on a first-come, first-served basis while stocks last. In case of disputes, Lee Tung Avenue Management Company Limited and the participating tenants reserve the right of final decision.

Joyful Food Carriage and Free Christmas Balloons



On 19-23, 27, 31 December and 1 January 2023, shoppers can enjoy the festive snacks and drinks by following Lee Tung Avenue on Facebook or Instagram, and receive a Christmas balloon upon any same-day spending at Lee Tung Avenue merchants.

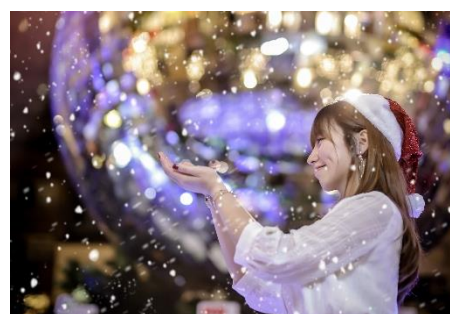
Festive Music & Dance Performances

On 17, 18, 23-26, 31 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 24, 25, 26 & 31 December 2022 and New Year's Day (1 January 2023), artificial snow will be floating at the Central Piazza 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 30 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

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” Music & Light Show	
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.
“Christmas Night Fever” Party	
Date	25 December 2022
Time	7pm to 9pm
Location	Central Piazza, Lee Tung Avenue
Contents	On Christmas Day, Lee Tung Avenue will introduce a new experience – an outdoor disco – together with a host of festive programmes including live DJ and performances by the winners of the LTA DISCO Dance Contest for Tertiary Students. In addition, special “Disco Fever” dance sessions will be rolled out for the public to enjoy an evening of dancing with their loved ones under the lead of professional dancers.

Music & Dance Performances	
Date	17,18, 23-26, 31 December 2022 & 1 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	24-26, 31 December 2022 & 1 January 2023
Time	6pm, 7pm & 8pm (24, 26, 31 December 2022 & 1 January 2023) 7:45pm, 8:15pm, 8:45pm (25 December 2022)
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.
Joyful Food Carriage	
Date	19-23, 27, 31 December 2022 & 1 January 2023
Time	5:30pm – 8:30pm (19-23 December 2022) 2:30pm – 5:30pm (24, 27, 31 December 2022 & 1 January 2023)
Location	Along Lee Tung Avenue
Contents	Shoppers can enjoy the festive snacks and drinks from the Joyful Food Carriage by following Lee Tung Avenue on Facebook or Instagram.
Free Christmas Balloon	
Date	19-23, 27, 31 December 2022 & 1 January 2023
Time	5:30pm – 8:30pm (19-23 December 2022) 2:30pm – 5:30pm (24, 27, 31 December 2022 & 1 January 2023)
Location	Along Lee Tung Avenue
Contents	Shoppers can redeem a free Christmas balloon upon any same-day spending at Lee Tung Avenue merchants.

“You Should be Dancing” Social Media Game	
Date	18 November to 30 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.
Lee Tung Avenue x Save the Children Charity Sale	
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.