

For immediate release

**Lee Tung Avenue Launches Incredible Buy-One, Get-One-Free F&B Deals
HK\$100 Dining Coupons for HKTB Harbour Chill Carnival Concert Goers
Summer Activities from Exhibition to Workshops and Photo Spots Await**







Please download photos from: <https://bit.ly/44gSqPT>







(Hong Kong, 14 July 2023) Summer has just gotten hotter with Lee Tung Avenue’s “Hot Summer Hot Deals” promotion! For several weeks running, the shopping street will be rolling out a host of dining offers, including buy-one, get-one-free bargains at some of its most popular F&B tenants, cash coupons at half price and delicious egg tarts at just HK\$1. With the Harbour Chill Carnival by the Hong Kong Tourism Board (HKTB) running for five consecutive weekends at the Wan Chai harbourfront, Lee Tung Avenue will also be giving HK\$100 dining coupons to the participants of the carnival’s “Music Shows in the Harbour” to double their enjoyment.

In addition to culinary treats, visitors to Lee Tung Avenue will find numerous family-friendly programmes in July and August, including “Share the Joy: Infinite Fun with Hang Seng” organised by Hang Seng Bank, in which larger-than-life phone cases and installations, designed with iconic Hong Kong landmarks and vignettes of everyday life by local illustrators, will be exhibited; and the “TAO TI X-CHA Mission” organised by Tao Ti, featuring a three-metre-tall X-CHA bottle, interactive games and talks.

First surprise: Buy-one, get-one-free deals

Lee Tung Avenue will soon be releasing some incredible F&B deals, including HK\$1 egg tarts at King Bakery, and buy-one, get-one-free offers on the Triple Valrhona Giant Chocolate Cookie and soft serve at The Baker & The Bottleman (takeaway), HK\$88 sweet crêpes at Crêpe Delicious (Urban Café) and the Lunch Yakiniku Set B (60 minutes) at Gyu-Kaku Buffet. The offers are available for purchase at the shops starting from 21 July 2023. Quotas apply, first come, first served.

| Tenant | Offer | Image | Daily Quota |
|---|---|--|-------------|
| First round: July 21 - 25 | | | |
| Gyu-Kaku Buffet Shop G32 | Buy-one, get-one-free on the Lunch Yakiniku Set B (60 minutes) |  | 24 |
| The Baker & The Bottleman Shop G14-15 | Buy-one, get-one-free on Triple Valrhona Giant Chocolate Cookie (takeaway only) |  | 20 |
| Crêpe Delicious (Urban Café) Shop G26 | 50% discount on HK\$100 Dining Voucher |  | 24 |
| Cocolo Tokyo Cake Factory Shop B36 | Buy-one, get-one-free on Apple Pie |  | 68 |

| Second round: July 28 – August 1 | | | |
|---|--|--|------------|
| <p>Crêpe Delicious (Urban Café) Shop G26</p> | <p>Buy-one, get-one-free on the HK\$88 sweet crêpes</p> |  | <p>40</p> |
| <p>Dan Ryan's Chicago Grill Shop G40-41</p> | <p>50% discount on HK\$100 Dining Voucher</p> |  | <p>48</p> |
| <p>The Baker & The Bottleman Shop G14-15</p> | <p>50% discount on HK\$100 Dining Voucher</p> |  | <p>20</p> |
| <p>King Bakery Shop G13</p> | <p>Egg tart (available in shortcrust and puff pastry) at HK\$1</p> |  | <p>250</p> |
| Third round: August 4-8 | | | |
| <p>Rakuraku Ramen Shop G30</p> | <p>Buy-one, get-one-free on the HK\$98 Ramen</p> |  | <p>24</p> |
| <p>The Baker & The Bottleman Shop G14-15</p> | <p>Buy-one, get-one-free on soft serve (takeaway only)</p> |  | <p>20</p> |

| | | | |
|----------------------------------|---|--|-----------|
| <p>Silk. Shop G39</p> | <p>Buy-one, get-one-free on any drinks below HK\$38</p> |  | <p>60</p> |
|----------------------------------|---|--|-----------|

Second surprise: HK\$100 dining coupons redeemable with Music Shows in the Harbour tickets

Wan Chai will be the stage of the HKTB's Harbour Chill Carnival, where singers and musicians from around Asia will perform live on a water stage, in addition to other fun elements such as street art, sports and pop culture. Concurrently, Lee Tung Avenue will be offering HK\$100 dining coupons to the participants of the carnival's "Music Shows in the Harbour" during the five weekends between 8 July and 6 August 2023, so that they can nourish their ears as well as their stomachs. Both locals and tourists are welcome to redeem the coupons, which can be used at various restaurants offering different cuisines.

Those wishing to redeem the dining coupons can present the QR code on the Music Shows in the Harbour tickets from the same day at the Customer Service Centre of Lee Tung Avenue. Limited stocks are available on a first-come, first-served basis.

Terms and conditions apply. In case of any dispute, Lee Tung Avenue Management Company Limited and the participating tenants reserve the right of final decision.

Special programmes in July and August

| Hang Seng Bank: Share the Joy: Infinite Fun with Hang Seng | |
|--|--|
| Date | 8-17 July 2023 |
| Time | 12 noon to 8pm |
| Location | Central Piazza and along the Lee Tung Avenue |
| Contents | <p>Celebrating its 90th anniversary, Hang Seng has teamed up with six local illustrators to design 33 limited-edition phone cases. The designs showing moments of everyday local life, matched with famous Hong Kong landmarks are turned into giant installations in the “Share the Joy: Infinite Fun with Hang Seng” exhibition at Lee Tung Avenue where the public can also buy limited-edition phone cases in a charity sale. At the exhibition, the public can also create their own tote bags or cup sleeves and get a quick portrait sketch on-site! Come to Lee Tung Avenue and share the fun with Hang Seng.</p> <p>Design Your Own: Print Your Imagination with Hang Seng During the event period, shoppers who spend HK\$200* on the same day at Lee Tung Avenue can design and print their own shopping bag or cup sleeve for free. On 15 & 16 July 2023, those who spend HK\$300* at Lee Tung Avenue can also get a quick portrait sketch on-site.</p> <p>*Only single-transaction spending paid with an e-payment method</p> <p>Cheer for Change: Limited-Edition Phone Case - Charity Sales Limited-edition phone cases in 33 designs by the six local illustrators will be on sale at the event. All proceeds from the sales will be donated to the Community Chest of Hong Kong for promoting social welfare in the city and St. James’ Settlement for its cultural and heritage conservation works of the Blue House.</p> |
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TAO TI X-CHA Mission

Date 22 July to 6 August 2023

Time 12pm – 7pm

Location Central Piazza, Lee Tung Avenue

Contents This summer, Lee Tung Avenue will be hosting Hong Kong’s first Tao Ti X-CHA experience booth, where interactive games will take the public on an educational journey through the digestive system.

The eyecatcher will be a three-metre-tall inflatable X-CHA bottle. The public will be introduced to tea beverages containing prebiotics and postbiotics L-137. Research by a local university has confirmed the benefits of X-CHA in maintaining gut health and enhancing the immune system[^].

The public can also take part in free health talks organised by the non-profit organisation MNHD (Hong Kong Consortium for Medical, Nursing and Healthcare Development), and enjoy a free tasting of tea beverages after the talks.

Interactive experience based on the original X-CHA comic *Penana*

- X-CHA electric stick challenge: Players will need to pass through a maze resembling the human digestive system while holding an X-CHA. Upon completion, they will receive limited-edition *Penana* gifts.

[^]A preclinical study conducted by a renowned university in Hong Kong. (March 20, 2023). Results vary from person to person, following a balanced diet is a must.





Further information will be announced on Lee Tung Avenue's website <http://www.leetungavenue.com.hk> in due course.

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 a gold award in “Best Public Event” at Event Marketing Awards 2023, 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 Centres, among others.

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

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