



Press release

For immediate release

**Lee Tung Avenue Stages “Moon Fest Lumiere”
to Celebrate the Mid-Autumn Festival with Over 800 Auspicious Lanterns
LED Fire Dragon Fiesta Returns with an 18m-long Dragon & Experience Workshop
Thai Dessert Shop After You Opens New Flagship Store with Two Mid-Autumn Specials**

Please download high-resolution photos here: <https://shorturl.at/ruPX9>



(Hong Kong, 30 August 2023) For many years, Lee Tung Avenue has been a popular destination for the community to celebrate the Mid-Autumn Festival. In the past few years, it has drawn locals and tourists alike with different arts and cultural programmes, from a giant moon installation to a seven-metres-tall rabbit lantern and an LED fire dragon dance that upheld the tradition while enhancing spectator safety.

This coming Mid-Autumn Festival, Lee Tung Avenue will once again offer the public a memorable immersive cultural experience as it stages the **“Moon Fest Lumiere”**, the highlight of which is a stunning light-scape created by over 800 auspicious Chinese lanterns, on display from now to 23 October 2023. Another major programme will be the LED Fire Dragon Fiesta scheduled for 29 September 2023. Having been cancelled in the last three years, the performance will return with an 18-metres-long LED dragon, manoeuvred by Kwok’s Kung Fu & Dragon Lion Dance Team under the leadership of Master Kwok Man-lung. Master Kwok will also host a few express workshops for the public to experience the art form of dragon dance first-hand.

During several weekends in September, the public can take part in a charity pop-up, free workshops and music performances, among other spin-off programmes. To further drum up the cheerful vibes, Lee Tung Avenue has bundled various attractive spending offers, such as dining and shopping cash coupons equivalent to 20% cash rewards and limited-edition gift boxes presented by Lee Tung Avenue with some merchants, as well as spend-to-redeem mini lanterns.

Moon Fest Lumiere: breath-taking light-scape pieced together by over 800 lanterns



From now to 23 October 2023, locals and tourists are invited to celebrate the moon festival under more than 800 big bright Chinese lanterns on the 200-metres-long tree-lined pedestrian walkway at Lee Tung Avenue. In addition to the iconic red lanterns for which Lee Tung Avenue is known, lanterns in shapes of common Mid-Autumn motifs such as the jade rabbit, goldfish and starfruit are included for the first time. Complemented by the European-style architecture on the two sides of the walkway, the Moon Fest Lumiere will transport visitors to a magical world where they will forget for a moment that they are in the heart of busy Wan Chai.

LED Fire Dragon Fiesta: a marriage of tech and tradition; plus express experience workshops



In addition to eating mooncakes and viewing lanterns, the fire dragon dance is another cultural heritage custom at the Mid-Autumn Festival. Lee Tung Avenue's "LED Fire Dragon Fiesta", which had been cancelled in the last three years, will make a comeback on 29 September 2023. In place of the traditional burning incense sticks, Lee Tung Avenue's fire dragon carries LED bulbs, a fine example of how modern technology can be applied to promote traditional culture and safety. Families and tourists will be especially thrilled to find that they can view the glowing dragon in close range and experience a unique rendition of the intangible cultural heritage.



The LED fire dragon dance will be performed by 40 members of Kwok's Kung Fu & Dragon Lion Dance Team, helmed by the highly experienced Master Kwok Man-lung. The team has not only practised intensively but also come up with new moves and elements for their performance this year. Furthermore, the team spent almost three months to make the dragon that will be used in the event – a brand new 18-metres-long LED fire dragon in red with a new smoke-emitting feature – with the hope of bringing a never-before-seen experience and vigour to the city.

At 8:30pm on 29 September 2023, the LED fire dragon will embark its journey at Lee Tung Avenue's Central Piazza. The procession will first move towards Queen's Road East before heading to the Johnston Road entrance of the shopping street, and finally returning to the Central Piazza. LED lion dance and drum and gong performances will be staged at fixed points along the route to engage the spectators and offer blessings to Hong Kong. The entire event will last about one hour.

Meanwhile, Lee Tung Avenue has invited Master Kwok to host a few experience workshops prior to the Mid-Autumn Festival to promote the tradition of dragon dance. The workshop will combine an introduction to the history and cultural meanings behind the intangible cultural heritage with a hands-on experience. To take part, Lee Tung Avenue members can use 200 e-points to redeem a spot (membership registration is free). Alternatively, customers, be they locals or tourists, can obtain a spot by spending HK\$300 on the same day at Lee Tung Avenue with an electronic payment method and following Lee Tung Avenue on social media. Only limited spots are available on a first-come, first-served basis.

Details of Dragon Dance Experience Workshop:

17 (Sun) & 23 (Sat) September 2023 | 2pm, 2:45pm, 3:30pm, 7pm, 7:45pm & 8:30pm (30 minutes per session)
24 (Sun) September 2023 | 7pm, 7:45pm & 8:30pm (30 minutes per session)
29 September 2023 (Fri, which is the day of the Mid-Autumn Festival) | 4pm, 4:45pm & 5:30pm (30 minutes per session)

Popular Thai dessert shop After You opens new flagship store at Lee Tung Avenue



Lee Tung Avenue is set to welcome a new addition all the way from Thailand – After You Dessert Café – on September 9th, 2023, just in time for food enthusiasts to indulge in some delectable treats during the Mid-Autumn Festival. This dessert haven, boasting a remarkable presence with over 50 branches in its home country, has captivated the hearts of Hongkongers. Notably, when it inaugurated its first international branch in Hong Kong last year, it sparked considerable excitement and attracted lengthy queues.

The new Lee Tung Avenue flagship store will not only continue to offer its crowd-pleasers like Shibuya Honey Toast and Kakigori, but will also introduce dessert connoisseurs to a new creation – Hojicha Kakigori. This



delightful dessert features hojicha-flavored shaved ice on the exterior, embracing chewy tapioca pearls and brown sugar jelly within. Topped with the brand's signature cream and kuromitsu, it's all set to steal the spotlight.

During the period spanning from September 25th to October 6th, 2023, the shop will also unveil two enchanting Mid-Autumn specials – the Salted Egg & Cream Croffle with Vanilla Ice-cream and the Mango & Cream Croffle with Mango Ice-cream. Crafted from vibrant yellow ingredients such as salted egg yolk and Nam Dok Mai mangoes, these desserts are ingeniously designed to mirror the radiant full moon.

Multiple Mid-Autumn Festival & National Day spending rewards with up to 20% cash rebate



Lee Tung Avenue is bringing extra delight to shoppers with a string of limited-time-only spending rewards. From now to 29 September 2023, customers can redeem the following gifts upon designated spending at any Lee Tung Avenue merchant: One LTA x Gong Fu Teahouse Da Hong Pao (Shui Xian) Tea Set + one HK\$50 dining coupon + one HK\$50 shopping coupon upon a spending of HK\$1,000, and one LTA x Shan Shau Jok Egg Custard Mooncakes Limited Edition (4 pcs) + one HK\$50 dining coupon + one HK\$50 shopping coupon upon a spending of HK\$1,800.

During designated time on 29 and 30 September 2023, customers can redeem a mini lantern by presenting a receipt issued by a Lee Tung Avenue merchant on the same day and following Lee Tung Avenue on social media.

The Mid-Autumn Festival offers will be immediately followed by the “Golden Week Double Rewards” promotion. From 30 September to 8 October 2023, customers can redeem two HK\$50 dining coupons and two HK\$50 shopping coupons by spending HK\$1,000 at any tenant, equivalent to a cash rebate of up to 20%. From 9 to 31 October 2023, shoppers can still redeem one HK\$50 dining coupon and one HK\$50 shopping coupon by spending HK\$1,000 or more.

Limited quantities are available for the above gifts and offers, which are redeemable on a first-come, first-served basis.

Charity craft pop-up and Chinese music and dance performances



From 16-17 and 23-28 September 2023, Lee Tung Avenue will be hosting the “Under the Moon” Charity Pop-up organised by The Hong Kong Wan Chai District Association. The event will feature booths selling handmade products and a lantern-making workshop by various Wan Chai-based non-profit and charitable organisations. During designated time, Cheerland Nursery School cum Kindergarten (Wan Chai), the Yao Yueh Chinese Music Association and the Fame Singing Academy will take turns performing cheerful Chinese music and dance to share happiness with the community.

Sure-fire tips to take enviable photos of the Moon Fest Lumiere

While enjoying the Moon Fest Lumiere with loved ones at Lee Tung Avenue, it is natural for one to want to take photos of the beautiful and impressive scene of lanterns. Here are three tips to help you capture precious moments through the lens:

	<p>Tip #1: Low angle shot</p> <p>To show a sky full of lanterns, stand in the middle of the pedestrian walkway and take a low-angle shot with your phone up-side down. Such a shot will also help you capture the European-style buildings on the two sides. For a romantic shot, couples can consider the pose of watching the lanterns while relying on each other.</p>
	<p>Tip #2: Bring a lantern prop</p> <p>Not used to staged photos? Bring your own lantern as a prop and place it next to your face as you make a cute expression or strike a pose, against the backdrop of the rabbit-, goldfish- and starfruit-shaped lanterns from the Moon Fest Lumiere. The photo will look natural and one-of-a-kind.</p>



Tip #3: Choosing the right foreground and background

To show yourself in a sea of lanterns and avoid passers-by in the photo, try standing more to the side of the pedestrian walkway in Queen's Road East direction. Try slightly rely on the pole, lean your body towards the street, then ask your friend to hold a lantern as the foreground and the large lanterns hanging high above along Lee Tung Avenue as the background.

-End-

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>

Follow Lee Tung Avenue on [Facebook](#) / [Instagram](#): @leetungavenue

#leetungavenue #利東街 #躍兔迎月 #MoonFestLumiere #LTAMidAutumn

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Mid-Autumn Programmes at Lee Tung Avenue






Moon Fest Lumiere	
Date	Now to 23 October 2023
Time	10am to 10pm (lights on from 5pm) *The event will be extended to 11pm from 22 to 24 September and from 29 September to 2 October 2023. *The weather may affect the opening hours. Please refer to the Lee Tung Avenue website or social media platforms for updates.
Location	Lee Tung Avenue, Wan Chai
Contents	To celebrate the moon festival with locals and tourists, the 200-metres-long tree-lined pedestrian walkway is adorned by over 800 colourful Chinese lanterns. Lanterns in shapes of common Mid-Autumn motifs such as the jade rabbit, goldfish and starfruit are included for the first time to create a magical light-scape.
LED Fire Dragon Fiesta	
Date	29 September 2023 (Friday, the day of the Mid-Autumn Festival)
Time	8:30pm to 9:30pm
Location	Lee Tung Avenue, Wan Chai
Content	After three years, Lee Tung Avenue's LED Fire Dragon Fiesta is making a glorious comeback. LED light rather than burning incense sticks will light up the fuming dragon and reinterpret the intangible cultural heritage. Families and tourists will be especially excited to know that they can view the performance in close proximity safely and fully take in the festivities.
Dragon Dance Experience Workshop	
Date	Session
17 (Sun) & 23 (Sat) September 2023	2pm, 2:45pm, 3:30pm, 7pm, 7:45pm & 8:30pm (30 minutes per session)
24 (Sun) September 2023	7pm, 7:45pm & 8:30pm (30 minutes per session)
29 September 2023 (Fri, which is the day of the Mid-Autumn Festival)	4pm, 4:45pm & 5:30pm (30 minutes per session)
Location	Central Piazza, Lee Tung Avenue
Contents	The workshop will combine an introduction to the history and cultural meanings behind the intangible cultural heritage with a hands-on experience. Participants can get to "perform" a dragon dance around the Central Piazza of Lee Tung Avenue accompanied by beats of drums and gongs.
How to take part	<ol style="list-style-type: none"> Lee Tung Avenue members can redeem a spot with 200 e-points prior to the event (membership registration is free). Customers can redeem a spot at the venue by spending HK\$300 with an e-payment method on the same day and following Lee Tung Avenue on social media. <p>Quotas apply, first-come, first-served. Terms and conditions apply.</p>
Mini Lantern Giveaway	
Date	29 & 30 September 2023
Time	4pm to 4:30pm & 5pm to 5:30pm
Location	Lee Tung Avenue near Johnston Road entrance
Contents	Customers can redeem a mini lantern by presenting a receipt issued by a Lee Tung Avenue tenant on the same day and following Lee Tung Avenue on social media.








	Limited stocks are available on a first-come, first-served basis. Terms and conditions apply.
“Under the Moon” Charity Pop-up	
Date	16-17, 23-28 September 2023 (a total of eight days)
Time	12 noon to 8pm
Location	Along Lee Tung Avenue
Contents	Organised by The Hong Kong Wan Chai District Association, the charity market will feature handmade Mid-Autumn-Festival-inspired products by local brands and free workshops. Part of the proceeds will go to Arts with the Disabled Association of Hong Kong to make the holiday extra meaningful.
Chinese Music Performances	
Date	24 & 30 September 2023
Time	1:30pm to 6pm
Location	Central Piazza, Lee Tung Avenue
Performers	<ul style="list-style-type: none"> • Cheerland Nursery School cum Kindergarten (Wan Chai) • Fame Singing Academy • Yao Yueh Chinese Music Association
Contents	The three groups will take turns performing Chinese music and dance to share happiness with the community.






Please visit the Lee Tung Avenue website for more information.

Mid-Autumn Festival & National Day Dining & Shopping Offers




Tenant	Offer	Photo
Mid-Autumn Offers 1 to 29 September 2023		
Carpenter Tan Shop B40	Receive a free hand fan upon spending HK\$498 on regular-priced items	
Crêpe Delicious (Urban Café) Shop G26	Enjoy 50% off one pizza, snack or dessert when ordering one main dish	
Hallmark Shop B05-06	Enjoy 15% off selected Crayola toys	
Les Halles Shop G18-20	<ul style="list-style-type: none"> • Enjoy 20% off on all seafood items • Enjoy a 12% discount when buying three bottles of wine 	 

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<p>Modern China Restaurant Shop G01, 04-05</p>	<p>Premier Tea & House Sauce available at the special price of HK\$288</p>	
<p>Passion Shop G11-12</p>	<p>Receive a free Cannelé Bordelais when spending HK\$100 or more (Value at HK\$22)</p>	
<p>Shan Shau Jok Shop G09-10</p>	<p>SSJ Pineapple Custard Mooncakes (4pcs) available at the special price of HK\$168/box</p>	
<p>Sharon I Shop G08</p>	<p>10% off on regular-priced items</p>	
<p>Silk. Shop G39</p>	<p>Buy-two, get-one-free and buy-five, get-three-free offers on drinks</p>	

<p>SP Dance Shop G37</p>	<p>Smile Yogurt x Simply Pleasure "Poetic Reunion" Mid-Autumn Mooncake Gift Boxes & Hampers</p>	
<p>Wing Wah Cake Shop Shop B34-35</p>	<p>Up to 35% off on Wing Wah Mooncakes</p>	
<p>YOKU MOKU Shop G07</p>	<p>Buy 2 Get 1 Free on Selected Mid-Autumn Gift Box</p>	
<p>Golden Week Offers 30 September to 8 October 2023</p>		
<p>Carpenter Tan Shop B40</p>	<p>Receive a free burlap bag when spending HK\$398 or more on regular-priced items</p>	
<p>Les Halles Shop G18-20</p>	<p>10% off pre-ordered French yoghurt</p>	

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<p>Passion Shop G11-12</p>	<p>Buy-one, get-one-free offer on coffee and selected tea (offer available after 3pm, the free item will be the cheaper of the two items)</p>	
<p>Shan Shau Jok Shop G09-10</p>	<p>Receive a free box of SSJ Peanut Crunchy (150g) when buying the SSJ Pistachio Crunchy (330g)</p>	
<p>Sharon I Shop G08</p>	<ul style="list-style-type: none"> • 15% off on regular-priced items • A free gift with any purchase 	
<p>Silk Shop G39</p>	<p>Buy-one, get-one-free offer on drinks (Daily Quota: 120)</p>	