

For immediate release

Lee Tung Avenue Dials up Halloween Spirit with Parade, Free Drinks and Other Spooktacular Surprises





To download photos: <https://bit.ly/46emnrB>

(Hong Kong, 5 October 2023) Riding on the government’s “Night Vibes Hong Kong” campaign, Lee Tung Avenue is organising an array of Halloween activities in late October to celebrate the spirited festival with locals and tourists alike, with special treats for festivalgoers and shoppers. Both adults and children are invited to change into creative costumes and go trick-or-treating at Lee Tung Avenue, where light installations will be set up. On 28 & 31 October 2023, a Halloween parade will take place along the darkened tree-lined walkway, where performers dressed as ghosts, goblins, ghouls and other supernatural beings will be singing and dancing to passers-by to make the night more exuberant than eerie.

No celebration is complete without food and drinks. Every day from 8pm to 11pm between 28 and 31 October 2023, the public can obtain a specialty drink coupon at the Lee Tung Avenue Customer Service Centre as long as they show up in a Halloween costume. No spending will be needed! There is a daily quota of 100 coupons, available on a first-come, first-served basis. While immersing in the culture of Halloween, locals and tourists can sample cuisines from different parts of the world, and have a fun-filled and flavoursome evening.





Halloween programmes at Lee Tung Avenue


Halloween Parade	
Date & Time	28 October 2023 (Sat) 6pm to 7:30pm 31 October 2023 (Tue) 8pm to 9:30pm
Location	Lee Tung Avenue, Wan Chai
Details	As night falls, vampires, pirates, witches and other scary creatures will come out from their usual hiding places to join their party of the year at Lee Tung Avenue. We dare you to sing and dance with them!
	
Trick or Treat Party	
Date	28 (Sat) & 31 (Tue) October 2023
Time	4:30pm to 5:30pm
Location	Central Piazza, Lee Tung Avenue, Wan Chai
Details	Children are invited to put on their favourite Halloween costumes and bring a bucket to collect candies at the trick or treat party.
	

Free Drink for the Dressed up	
Date	28 to 31 October 2023
Time	8pm to 11pm
Where to redeem	Customer Service Centre, Lee Tung Avenue, Wan Chai
Details	<p>Without any spending required, the public can redeem a free drink at one of the designated merchants during the said hours as long as they or their pets are dressed up for Halloween and register as a Lee Tung Avenue member if they have not already done so. First-come, first-served while stocks last.</p> <div style="display: flex; justify-content: space-around;">   </div>
Halloween-themed Body Painting Service	
Date & Time	28 October 2023 (Sat) 6pm to 8pm 31 October 2023 (Tue) 7:30pm to 9:30pm
Location	Central Piazza, Lee Tung Avenue, Wan Chai
Details	<p>Halloween-themed face and body painting service provided by a professional body painter will be available at the Central Piazza. To enjoy the service once, simply present an e-payment receipt issued by any Lee Tung Avenue merchant on the same day and follow Lee Tung Avenue on social media. Quotas apply, first-come, first-served.</p> 

Lee Tung Avenue Halloween Light Installations	
Date	15 to 31 October 2023
Time	10am to 11pm (lights on from 5pm) *The event will be extended to 12am from 28 October to 31 October.
Location	Lee Tung Avenue, Wan Chai
Details	Lee Tung Avenue will be decorated with various Halloween-themed light installations, which provide perfect backdrops for some “spooktacular” photos.

Merchant offers for Halloween

Merchant	Offer	Promotion Period	Image
Dan Ryan's Chicago Grill Shop G40-41	A Cauldron of Sinister Sips	10 to 31 October	
Dan Ryan's Chicago Grill Shop G40-41	Dress up with Halloween costumes to enjoy Buy 1 Get 1 Free Halloween Drinks Enjoy Pre-game Free Flow at HK\$400 from 3pm-8pm	28 October	
Mr Simms Olde Sweet Shoppe Shop G27	Pumpkin with Candies (Small: HK\$58; Medium: HK\$108; Large: HK\$198)	6 to 31 October	
Les Halles Shop G18-20	Enjoy REALFRUIT Plant-Based Gummies at a special price HK\$29/pc	6 to 31 October	

<p>Shan Shau Jok Shop G09-10</p>	<p>Complimentary of selected SSJ Nougat (120g) 1 box upon single spending of HK\$350 or above (Original price: HK\$68)</p>	<p>20 to 31 October</p>	
<p>YOKU MOKU Shop G07</p>	<p>Buy 3 get 1 free on Halloween Cigare (10 pcs)</p>	<p>6 to 31 October</p>	
<p>POP MART Shop G35</p>	<p>DIMOO No One's Gonna Sleep Tonight Series Figures</p>	<p>6 to 31 October</p>	
<p>POP MART Shop G35</p>	<p>Casper x Trevor Andrew Series Figures</p>	<p>6 to 31 October</p>	
<p>Benefit Shop G34B</p>	<p>Complimentary fun size lip tint upon purchase of any new tints</p>	<p>6 to 31 October</p>	
<p>CATALO Shop B37</p>	<p>10% off upon purchase 2 pcs of CATALO Children's Vita Gummy Bears 60 Gummies</p>	<p>6 to 31 October</p>	

Rakuraku Ramen Shop G30	Dress up with Halloween costumes to enjoy a complimentary side dish (Any from HK\$32 or below) per table upon dine-in ordering any a-la-carte ramen or rice.	25 to 31 October	
Hallmark Shop B05-06	Complimentary Forever Friends lapel pin upon net spending over HK\$300	6 to 31 October	
Logitech Shop G34A	Up to 50% off on featured products Complimentary Logitech G A10 Gaming Headset upon purchase of any 2 Logitech products at HK\$1,588 or above (Value at HK549) Complimentary Wonderboom 3 Ultraportable Bluetooth Speaker upon purchase of any 2 Logitech products at HK\$2,088 or above (Value at HK780)	9 to 22 October	

*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 any dispute, the decision of Lee Tung Avenue Management Company Limited and the corresponding tenants shall be final.

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.

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

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#LeeTungAvenue #利東街 #LTALifestyle #LTAHalloween2023 #HalloweenStreetParty

#HalloweenParade #TrickOrTreat

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