



Press release

Immediate release

**Lee Tung Avenue Presents “Lanterns-Lit Year of the Dragon” Featuring
World-Class Performances from the Hong Kong Tourism Board’s
Highly Lauded Chinese New Year Night Parade
Experience Intangible Cultural Heritage through Special Lion Dance Performance &
Workshop**

**Over 100 Citizens and Tourists Joined “Paint the Dragon” Community Activity
to Spread Positivity and Promote Inclusion**

*Begonia flower red packets / Fai chun giveaway / Dragon and lion dance
EDiversity charity pop-up / Music and dance performances / Seasonal offers and rewards
Valentine’s Day & Lantern Festival special couple photography service capturing the beautiful
memories under the blissful light-scape*

Please download high-resolution photos here: <https://rb.gy/4I9s84>



(Hong Kong, 1 February 2024) As the Lunar New Year draws near, the Chinese zodiac sign will be changing from the gentle rabbit to the fearsome dragon. To usher in the Year of the Dragon, Lee Tung Avenue will be organising “Lanterns-Lit Year of the Dragon” from 1 February to 10 March 2024. The campaign will be a continuation of the avenue’s Lunar New Year tradition – creating a blissful light-scape with hundreds of iconic red lanterns hung above the 200-metre tree-lined pedestrian walkway. This year, gold-coloured lanterns in the shape of goldfish will be “swimming” among the red lanterns to create an interesting spectacle. As fish is used to denote “abundance” in Lunar New Year because of its sound in Cantonese, the aquatic animal is hoped to bring prosperity and good luck to the viewers. In addition to the spectacular lantern installation, a golden dragon installation measuring eight metres in length will be placed at the Central Piazza as a way to share good luck and hope with the community. Last Sunday (28 January), Lee Tung Avenue joined hands with Mavis Wong, a registered arts therapist (expressive arts) from the Hong Kong Expressive Arts Therapy Service Center, to organise the **“Paint the Dragon” community activity**, inviting over 100 citizens from different cultural



backgrounds and nationalities to paint the giant dragon installation with their own patterns based on auspicious cloud motifs in the style of dotted art as an expressive arts therapy experience. The event, which was meant to spread hope and good luck to the community in the Year of the Dragon, also attracted the participation of many spectators and tourists.



In view of the huge popularity of the “International Chinese New Year Night Parade” organised by the Hong Kong Tourism Board, which attracts locals and tourists alike year after year, Lee Tung Avenue will organise the **“Chinese New Year Parade”** on **12 February 2024 (third day of the Year of the Dragon)** and successfully invited two of the international performing troupes to bring their post-night-parade performances to Hong Kong Island. Two performing groups, namely “Golden Dream” from Spain, which has won innumerable awards, and “Universe of Lights”, an 8-member stilt-walking team from Germany will show their signature moves under the “sea of lanterns” at Lee Tung Avenue. The public will be able to enjoy world-class performances in close range for free while celebrating the Lunar New Year at Lee Tung Avenue. Additionally, Lee Tung Avenue will roll out a **limited-edition set of red packets** featuring two designs of the begonia flower. In the lucky colours of gold and red, the envelopes are stamped with the Chinese characters of Lee Tung Avenue in elegant calligraphy, making them a delight to give and to receive.

How can any Lunar New Year celebration go without dragon and lion dances and the noises of gongs and drums? Lion dance is part of Hong Kong’s intangible cultural heritage. Those who wish to experience this traditional Chinese custom and better understand the cultural meanings behind it, on 10 and 11 February 2024, i.e., the first two days of the Year of the Dragon, Lee Tung Avenue will be hosting a **lion dance experience workshop** taught by a professional instructor. Only four sessions are available for those eager to try lion dancing and deepen their understanding of traditional Chinese culture. On 20 February 2024, the **Dragon & Lion Dance Spectacular** – another festive tradition established by Lee Tung Avenue – will return with breath-taking performances including high pole jumping as well as a procession featuring a giant golden dragon to immerse locals and tourists alike in a boisterous atmosphere. To pave way for the Lunar New Year, Lee Tung Avenue will roll out a wave of activities during the first weekend of February, including **distribution of fai chun**, the **EDiversity Year of the Dragon Charity Pop-up, music and dance performances** and limited-time-only offers and rewards. Meanwhile, to celebrate Valentine’s Day and Lantern Festival, Lee Tung Avenue will provide a **couple photography service** to capture sweet memories for lovers. The exhilarating line-up of programmes will immerse the public in a festive, joyful atmosphere and make Lee Tung Avenue a must-visit destination this Lunar New Year.



Enjoy free performances by first-class entertainers from Spain and Germany



After seven years, Lee Tung Avenue will once again be organising the “**Chinese New Year Parade**”, which is scheduled for the third day of the Lunar New Year (12 February 2024). That evening, two international performing groups will fill Lee Tung Avenue with glamour and magic. The first team, Golden Dream, is a 10-member dance troupe from Spain that has won awards in the Carnival Torrevejea in Spain and Festival di Sanremo in Italy for many years running. This professional group of entertainers will turn the temperature up with their lavish outfits and passionate dance to rhythmic Latin music. The other team, Universe of Lights from Germany, will present a vastly different but equally riveting spectacle. Combining out-of-this-world costumes with enchanting movements, the eight team members will become movable light sculptures as they showcase their poetic imagination of the universe to the audience. In addition to the two international performing troupes, two local representatives, Jean M. Wong School of Ballet and SDM Jazz & Ballet Academie, will present a playful Lunar New Year-themed ballet dance and a jazz performance with Chinese dance elements respectively to celebrate the Lunar New Year. The God of Fortune will also be present to distribute candies and offer his blessings as well as photo opportunities. Want to watch the performance without being in the crowds? Customers can feast their eyes on the spectacle while feasting on delicious food in the alfresco dining areas or balconies at one of the many restaurants at Lee Tung Avenue, such as Cooshti, which serves contemporary Asian fusion cuisine, classic American restaurant Dan Ryan’s Chicago Grill, French bistro Passion and local eatery Wing Wah AllDay.

Redeem beautiful red packets embossed with begonia motif

For Hongkongers, the design of a red packet matters. Over the years, Lee Tung Avenue has produced many tasteful, sought after designs. This year, it will retain its approach of “minimalist elegance” with two designs. The envelopes, in the auspicious gold and red colours, are embossed with the pattern of begonia, which is like the “coat of arms” of Lee Tung Avenue, to suggest a blooming year ahead. They are also stamped with the Chinese characters of Lee Tung Avenue in a sophisticated calligraphic style, blending traditional elements with modern touches harmoniously. Overall, the red packets are nice to the touch and exude quiet luxury. Between 13 January and 3 March 2024, Lee Tung Avenue



members can redeem one set (with eight envelopes) of these **limited-edition red packets** with 600 e-points. On a different note, members can redeem one HK\$50 dining coupon and one HK\$50 shopping coupon with 1,000 e-points. Limited stocks are available on a first-come, first-served basis for both redemption programmes.

Don't miss the lion dance experience workshops and the large-scale dragon and lion dance



Dragon and lion dance performances are part and parcel of the Lunar New Year tradition. On the first two days of the Year of the Dragon (10 & 11 February 2024), Lee Tung Avenue will organise a **special lion dance performance & experience workshop** for public to gain a hands-on experience and better knowledge of lion dancing. Apart from enjoying a 15-minute traditional lion dance performance up close, by joining the workshop, participants can learn the basic lion dance moves from a professional instructor and take part in a brief lion dance themselves. A total of four sessions of the workshop will be held. To take part, Lee Tung Avenue members can use 200 e-points to reserve a spot beforehand (the public can register as members for free), while non-members including tourists can choose to sign up for the workshop on the spot after spending HK\$200 at Lee Tung Avenue on the same day with an electronic payment method and following Lee Tung Avenue on social media. Places are limited. First come, first served.

An elaborate lion and dragon dance to kick off a new business year is also a Lunar New Year tradition at Lee Tung Avenue. On 20 February 2024, the **Dragon & Lion Dance Spectacular** will be organised to herald in good luck with the familiar sounds of drums and gongs. The parade will feature the performance of an 80-plus-foot traditional golden dragon accompanied by five colourful lions. An eye dotting ceremony will be held, after which the performing troupe will present a special choreography, including high pole jumping and a parade around Lee Tung Avenue. The spectators will also get to meet the God of Fortune and receive his good wishes.

Fai chun Giveaway, EDiversity Year of the Dragon Charity Pop-up & music and dance performances sharing the Lunar New Year festivities with everyone

To share the Lunar New Year festivities with a larger audience, Lee Tung Avenue will roll out a variety of activities starting from early-February. First off, from 2 to 4 February 2024, the shopping street will play host to the **EDiversity Year of the Dragon Charity Pop-up**, co-organised by the non-profit organisation EDiversity. Shoppers can shop for unique Lunar New Year gifts and food among the souvenirs and delicacies prepared by various local handmade and indie brands with community teams. Part of the proceeds will go to EDiversity to promote public awareness and acceptance of the different abilities and uniqueness of children and different pedagogies. On 3 and 4 February 2024, Lee Tung Avenue will also be giving out **handwritten fai chun** to shoppers who present a receipt showing an e-spending of HK\$50 or more at Lee Tung Avenue on the same day and who follow Lee Tung Avenue on social media. Furthermore, instrumental, vocal and dance performances respectively by the Hong Kong String Orchestra, TroVessional Band and DC Ballet will be staged to heighten the festive ambience.





Valentine's Day & Lantern Festival special couple photography service to capture beautiful memories for the lovebirds

This year's Valentine's Day falls on the fifth day of the Lunar New Year – the true meaning of “double happiness”! To capture beautiful memories for the lovebirds, Lee Tung Avenue will provide a special **couple photography service** by a professional portrait photographer on Valentine's Day, the day before (13 & 14 February) and Lantern Festival (24 February). Customers can enjoy the service which includes a free photo print by presenting a receipt from the same day indicating an e-spending of HK\$50 at Lee Tung Avenue and by following Lee Tung Avenue on social media. Those who upload their photo to social media on the spot with the hashtag #LeeTungAvenue and tag @leetungavenue will also receive a HK\$50 coupon for use at After You Dessert Café. Customers are entitled to redeem a romantic rose on Valentine's Day (February 14) with same-day spending of HK\$100 by electronic payment. Limited stocks are available on a first-come, first-served basis.



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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

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2024 Lunar New Year Programmes at Lee Tung Avenue

“Lanterns-Lit Year of the Dragon” Presented by Lee Tung Avenue			
Date:	1 February to 10 March 2024		
Time:	10am to 11pm* (Lights on from 5pm) <i>*The exhibition dates and hours may be affected by weather conditions. For the most up-to-date information, please refer to Lee Tung Avenue’s website and social media pages.</i>		
Location:	Lee Tung Avenue, Wan Chai		
Contents:	<p>To usher in the Year of the Dragon, Lee Tung Avenue will be organising “Lanterns-Lit Year of the Dragon” from 1 February to 10 March 2024. The campaign will be a continuation of the avenue’s Lunar New Year tradition – creating a blissful light-scape with hundreds of iconic red lanterns hung above the 200-metre tree-lined pedestrian walkway. This year, gold-coloured lanterns in the shape of goldfish will be “swimming” among the red lanterns to create an interesting spectacle. In addition to the spectacular lantern installation, a golden dragon installation measuring eight metres in length will be placed at the Central Piazza as a way to share good luck and hope with the community. Last Sunday (28 January), Lee Tung Avenue joined hands with Mavis Wong, a registered arts therapist (expressive arts) from the Hong Kong Expressive Arts Therapy Service Center, to organise the “Paint the Dragon” community activity, inviting over 100 citizens from different cultural backgrounds and nationalities to paint a giant dragon installation with auspicious cloud patterns in the style of dotted art as an expressive arts therapy experience. The event, which was meant to spread hope and good luck to the community in the Year of the Dragon, also attracted the participation of many spectators and tourists.</p>		
Chinese New Year Parade			
Date:	12 February 2024 (third day of the Year of the Dragon)		
Time:	5:30pm – 7pm		
Location:	Along Lee Tung Avenue		
Contents:	<p>International and local parade troupes will perform at the Lee Tung Avenue:</p> <ol style="list-style-type: none"> 1. Golden Dream, is a 10-member dance troupe from Spain that has won awards in the Carnival Torrevieja in Spain and Festival di Sanremo in Italy for many years running. This professional group of entertainers will turn the temperature up with their lavish outfits and passionate dance to rhythmic Latin music. The other team, 2. Universe of Lights from Germany will present a vastly different but equally riveting spectacle. Combining out-of-this-world costumes with enchanting movements, the eight team members will become movable light sculptures as they showcase their poetic imagination of the universe to the audience. 3. Local representatives, Jean M. Wong School of Ballet and SDM Jazz & Ballet Academie from Hong Kong, will present a playful Lunar New Year-themed ballet dance and a jazz performance with Chinese dance elements respectively to celebrate the Lunar New Year. <p>The God of Fortune will also be present to distribute candies and offer his blessings as well as photo opportunities.</p>		
Lion Dance Performance & Experience Workshop			
Date:	10 & 11 February 2024 (First two days of the Year of the Dragon)		
Time:		Lion Dance Performance	Lion Dance Experience Workshop
	1 st Session	10 February 2024 1pm – 1:15pm	10 February 2024 1:25pm – 2pm
	2 nd Session	10 February 2024 2:15pm – 2:30pm	10 February 2024 2:40pm – 3:15pm
	3 rd Session	11 February 2024	11 February 2024







		5pm – 5:15pm	5:25pm – 6pm
	4 th Session	11 February 2024 6:15pm – 6:30pm	11 February 2024 6:40pm – 7:15pm
Location:	Central Piazza, Lee Tung Avenue		
Contents:	Public can gain a hands-on experience and better knowledge of lion dancing by enjoying a 15-minute traditional lion dance performance up close. Workshop participants can learn the basic lion dance moves from a professional instructor and take part in a brief lion dance.		
Quota:	20 pax/ session		
How to take part:	Lee Tung Avenue members can use 200 e-points to reserve a spot beforehand (the public can register as members for free), while non-members including tourists can choose to sign up for the workshop on the spot after spending HK\$200 at Lee Tung Avenue on the same day with an electronic payment method and following Lee Tung Avenue on social media. Places are limited. First come, first served.		
Dragon & Lion Dance Spectacular			
Date:	20 February 2024		
Time:	2pm – 2:30pm		
Location:	Central Piazza, Lee Tung Avenue		
Contents:	The parade performance team formed by an 80-plus-foot traditional golden dragon accompanied by five colourful lions will carry out an eye dotting ceremony, after which the performing troupe will present a special choreography, including high pole jumping and a parade around Lee Tung Avenue. The spectators will also get to meet the God of Fortune and receive his good wishes.		
Limited-edition Red Packets Redemption			
Redemption period:	13 January to 3 March 2024		
Redemption hours:	10am – 10pm		
Redemption location:	Customer Service Centre, Basement 1/F, Lee Tung Avenue		
How to take part:	Lee Tung Avenue members can redeem one set (with eight envelopes) of these limited-edition red packets with 600 e-points. Limited stocks are available on a first-come, first-served.		
Chinese New Year Rewards			
Redemption period:	13 January to 3 March 2024		
Redemption hours:	10am – 10pm		
Redemption location:	Customer Service Centre, Basement 1/F, Lee Tung Avenue		
How to take part:	Lee Tung Avenue members can redeem one HK\$50 dining coupon and one HK\$50 shopping coupon with 1,000 e-points. Limited stocks are available on a first-come, first-served.		
EDiversity Charity Pop-up			
Date:	2 February to 4 February 2024		
Time:	12pm – 8 pm		
Location:	Along Lee Tung Avenue		
Contents:	Co-organised by the non-profit organisation EDiversity. Shoppers can shop for unique Lunar New Year gifts and food among the souvenirs and delicacies prepared by various local handmade and indie brands with community teams. Part of the proceeds will go to EDiversity to promote public awareness and acceptance of the different abilities and uniqueness of children and different pedagogies.		




Fai Chun Giveaway	
Date:	3 February to 4 February 2024
Time:	2 pm – 4pm
Location:	Lee Tung Avenue (Johnston Road Entrance)
Contents:	Giving out handwritten fai chun to shoppers who present a receipt showing an e-spending of HK\$50 or more at Lee Tung Avenue on the same day and who follow Lee Tung Avenue on social media.
Music and Dance Performances	
Date:	3 February to 4 February 2024
Time:	3 February 2024: 2pm – 7pm 4 February 2024: 3:30pm – 6pm
Location:	Central Piazza, Lee Tung Avenue
Contents:	Instrumental, vocal and dance performances respectively by the Hong Kong String Orchestra, TroVessional Band and DC Ballet will be staged to heighten the festive ambience.
Special Couple Photography Service	
Date:	13, 14 and 24 February 2024
Time:	13 February 2024: 2pm – 4pm 14 February 2024: 7pm – 9pm 24 February 2024: 5pm – 7pm
Location:	Lee Tung Avenue (Johnston Road Entrance)
Contents:	Provide a special couple photography service by a professional portrait photographer on both Valentine's Day and the day before (13 & 14 February). Customers can enjoy the service which includes a free photo print by presenting a receipt from the same day indicating an e-spending of HK\$50 at Lee Tung Avenue and by following Lee Tung Avenue on social media. Those who upload their photo to social media on the spot with the hashtag #LeeTungAvenue and tag @leetungavenue will also receive a HK\$50 coupon for use at After You Dessert Café. Limited stocks are available on a first-come, first-served basis.
Valentine's Roses Giveaway	
Redemption period:	14 February 2024
Redemption hours:	10am – 10pm
Redemption location:	Customer Service Centre, Basement 1/F, Lee Tung Avenue
How to take part:	Customers are entitled to redeem a romantic rose on Valentine's Day (February 14) with same-day spending of HK\$100 by electronic payment. Limited stocks are available on a first-come, first-served basis.

Please visit the Lee Tung Avenue website for more information.


2024 Lunar New Year and Valentine's Day Special Offer at Lee Tung Avenue

Tenant	Offer	Period	Photo
After You Dessert Café Shop G24-25	Truffle Toast	2024.01.15- 02.14	
Flourish Flowers Shop B30	Valentine's Day Collection 2024	Until 2024.02.14	
Les Halles Shop G18-20	Redeem one tin of French Sturia chilled fresh farmed caviar vintage 15g at HK\$298 upon spending of HK\$498 on all store items	2024.02.02-15	
Shan Shau Jok Shop G09-10	SSJ CNY Golden Premium Gift Box (4 boxes/set) at special price of HK248/set	Until 2024.02.09	
Silk. Shop G39	"A Silky Lunar New Year" Complimentary red packet with Silk. discount coupon upon purchase of any drink	2024.01.22- 02.29	

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	<p>Complimentary delightful New Year cookie (supplied by bake.ly) for the first 18 customers who purchase any drink</p>	<p>2024.02.09-02.12</p>	
	<p>“Smooth Like Cupid” V-Day Special Offer Buy-1-get-1-free on any drink</p>	<p>2024.01.29-02.14</p>	
<p>SP Dance Shop G37</p>	<p>Garden of Beauty - Fresh Flowers with Osmanthus Jasmine Oolong Mousse, Japanese White Peach & Tie Guan Yin Comfort Cake</p> <p>Pure Love - Lychee Jelly, Rose Fruity Mousse, Floral & Fruity Comfort Cake with Preserved White Rose Flower Ball</p>	<p>2024.02.01-29</p>	
<p>Wine Library Shop G21</p>	<p>Kinryo Junmai Daiginjo Kirameki 720ml at special price of HK\$708/bottle</p> <p>Kyoto Whisky Aka-Obi (Nishijin-ori) 700ml at special price of HK\$428/bottle</p> <p>Chateau Lynch Bages 2019 Pauillac 750ml at special price of HK\$918/bottle</p>	<p>2024.01.22-02.29</p>	

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<p>YOKU MOKU Shop G07</p>	<p>Buy-2-get-1-free on Cookie Assortment New Year Edition 20pcs</p>	<p>From now until stocks last</p>	
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*Please refer to the website of Lee Tung Avenue for details. The program is subject to change without prior notice. Lee Tung Avenue Management Company Limited and the above tenants reserve the right to make the final judgment on the program.