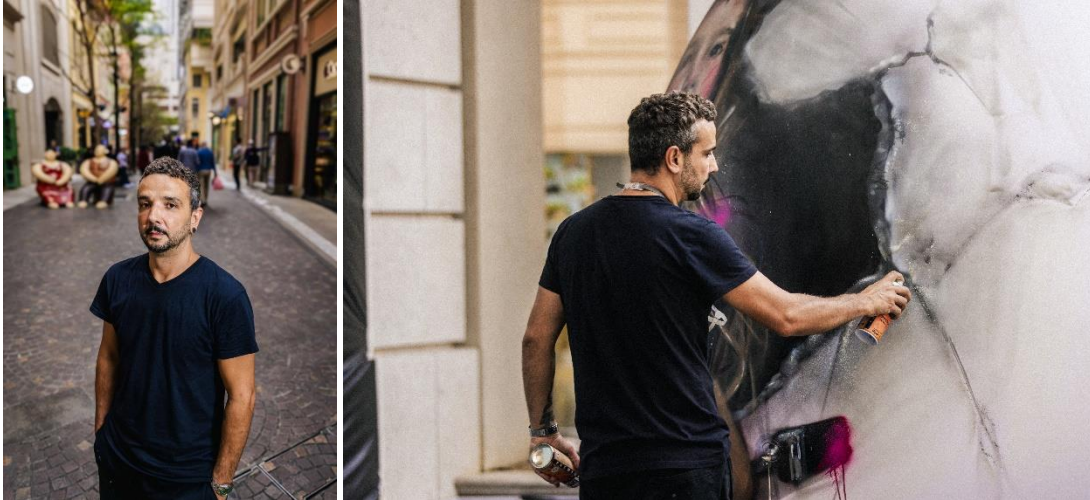


For immediate release

Lee Tung Avenue Celebrates Art March and Hong Kong Sevens with HKWalls Street Art, Charity Market and Rugby-themed Experiences

Please download photos here: <https://bit.ly/3PunpJt>



Lee Tung Avenue Takes Part in HKWalls Street Art and Mural Festival During Art Month

(Hong Kong – 18 March 2024) If art was a fragrance, it would be that of early spring in Hong Kong. Through March and beyond, the city is busy with a string of arts-related happenings both big and small, from fancy to folksy. Located in Wan Chai, the pulsating heart of the artistic action, Lee Tung Avenue is going all out to celebrate Art March. For the first time, it is participating in the HKWalls street art and mural festival by showcasing the work of Spanish graffiti artist Victoriano Txapartegi (IG: @victoriano_tx). Victoriano began his creative journey at 15. By now, he has collaborated with some of the world’s biggest brands like Louis Vuitton, DKNY and Google, and his work is in the collection of the Saudi Royal family, known for their deep appreciation of art. This time, he will be presenting two pieces inspired by his daughter at Lee Tung Avenue – a three-metre-tall Easter egg at the open-air Central Piazza and a giant mural near the Johnston Road entrance – for the public to enjoy. More information about the exhibition will be announced on Lee Tung Avenue’s website and social media pages in due course.

“The Living Heart of Hope” Easter Charity Market Spreads Positive Spirit

Celebrating its 30th anniversary, Children’s Heart Foundation will be staging the “The Living Heart of Hope” Easter charity market at Lee Tung Avenue from 29 March to 1 April 2024 (12 noon to 8pm). The market will feature a range of Easter-themed activities, including the sale of festive, love-inspired souvenirs created by local artisans and craftsmen, and Easter egg painting and Easter ornament making workshops, among others. Dance and music performances will also be held to further enliven the event. With Easter being traditionally a celebration of rebirth, the charity market aims to arouse public awareness of heart diseases in children and bring hope and support to children with heart problems. Part of the proceeds generated from the event will be donated to the foundation to provide medical and rehabilitation aid to children in need.











Double Membership Points, Cash Coupon Redemption & Easter Offers from Tenants

From now to 31 May 2024, cash coupons are up for redemption by Lee Tung Avenue members: 2,000 points

for one HK\$10 coupon, 8,000 points for one HK\$50 coupon and 12,500 points for one HK\$100 coupon. Normally, members are awarded 1 point for each HK\$1 spent at Lee Tung Avenue. During the Easter long weekend (29 March to 1 April 2024), they can earn double points. i.e., 2 points for each HK\$1 spent. The cash coupons in the redemption programme are limited in stocks and available on a first-come, first-served basis. Terms and conditions apply.

Various merchants at Lee Tung Avenue are also providing limited-time-only products and offers:



Shop	Offer	Period	Photo
Mr Simms Olde Sweet Shoppe Shop G27	Crunchy Mini Chocolate Easter Egg Jar 200g HK\$88 Foiled Mini Chocolate Easter Egg Jar 180g HK\$88 Easter Egg Tin with Gummies 80g HK\$58	2024.03.20-04.07	
Rakuraku Ramen Shop G30	Complimentary DIY Easter Egg Painting Pack upon dine-in consumption of Kid's Meal.	2024.03.29-04.01	
Passion Shop G11-12 & F12A	Complimentary coffee or tea upon purchase of the Easter limited Hot Cross Bun 6pcs or above (Valued at HK\$48)	2024.03.20-04.07	
SP Dance Shop G37	《Let's Hop》Easter Cake Collection Smile™ Bunny Tea Party 3 inch HK\$218 5 inch HK\$438 8 inch HK\$758 SP Rabbit in Yuzuland 3 inch HK\$238 5 inch HK\$458 8 inch HK\$838	2024.04.01-30	

Hallmark Shop B05-06	20% off on Hallmark Lamb Musical Stuffed Animal	2024.03.20-04.07	
Crêpe Delicious (Urban Cafe) Shop G26 & F26A	Exclusive offer for LTA VIP Club Member: 10% off on Set Dinner Menu on weekdays (Mon-Fri) and whole day Set Menu on weekends (Sat, Sun & Public Holidays)	2024.03.20-04.07	
Les Halles Shop G18-20	Buy-4-get-1-Free on New Zealand Coastal Lamb Rack French Cut lamb	2024.03.22-04.04	
Shan Shau Jok Shop G09-10	Complimentary of selected Crunchy 1 box upon purchase of any 2 boxes of Crunchy (Valued at HK\$58)	2024.03.20-04.07	

Rugby Fever @ Lee Tung Avenue

This April, when Hong Kong will be welcoming global sports fans and partygoers to one of the world's most exciting rugby events, Lee Tung Avenue will team up with Blue Girl Beer to roll out a beer tasting set and dining coupons to uphold the sports-and-beers tradition. Furthermore, Lee Tung Avenue will be setting up booths to present gourmet food, wines and spirits as well as teas from selected tenants and organising a rugby workshop for kids to support the rugby event. It will be a fun-filled experience for the public and the perfect opportunity for sports-loving buddies to get together.

Lee Tung Avenue X Blue Girl Beer Tasting Set & Dining Coupons	
Redemption period	1 to 14 April 2024
Redemption hours	10am to 10pm
Location	Customer Service Centre, Basement 1/F

<p>Details</p>	 <p>During the promotion period, Lee Tung Avenue members can redeem one Blue Girl Beer tasting set by spending HK\$200 or more on the same day with an e-payment method. The set includes: one can of Blue Girl 500ml, one can of Blue Girl Light 500ml, one Edan x Jeffrey transparent card set comprising two cards with two card holders, and one Lee Tung Avenue HK\$20 dining discount coupon*.</p> <p>The first 200 members to redeem the tasting set will also receive a set of three limited edition Blue Girl Light Edan Lui X Jeffrey Ngai x Mandy Tam posters.</p> <p>*The dining discount coupons are accepted by the following merchants: Cooshti, The Baker and The Bottleman, HANNOSUKE, Rakuraku Ramen, Modern China Restaurant and Crêpe Delicious (Urban Café). Limited stocks are available on a first-come, first-served basis. Terms and conditions apply.</p>
<p>Gourmet Food and Beverage Booths</p>	
<p>Date & Time</p>	<p>5 April 2024: 12noon to 3pm 6-7 April 2024: 3pm to 5pm</p>
<p>Location</p>	<p>Central Piazza, Lee Tung Avenue</p>
<p>Contents</p>	<p>The public can enjoy a sporty atmosphere and a unique “snacking” experience at the spacious Central Piazza of Lee Tung Avenue, where various booths will offer gourmet food and drink tasting and exquisite food and wine/liquor pairing recommendations. Below are some of the featured tenants and products:</p> <div style="display: flex; justify-content: space-between;"> <div data-bbox="435 1377 730 1668" style="width: 45%;">  </div> <div data-bbox="751 1377 1426 1556" style="width: 50%;"> <p>Les Halles, a European premium gourmet shop: Dutch cheeses by Cheeseland, French raclette cheese paired with Spanish Serrano ham, La Prudencia Iberico Bellota ham 52 months, and Bret’s MSG-free chips in various flavours including Porcini Mushroom and French Comte.</p> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 20px;"> <div data-bbox="435 1731 730 1951" style="width: 45%;">  </div> <div data-bbox="751 1731 1426 1843" style="width: 50%;"> <p>Wine Library, a shop that sources quality wine and spirits from all around the world: Japanese sakes and fruit liqueurs from Kyoto, Nara, Oita, Saga, and Hyogo.</p> </div> </div>

		<p>Gong Fu Teahouse, which strives to promote the traditional Chinese tea preparation method in the modern era: Supreme Ginseng Oolong (made of high grade oolong tea leaves and blended by tea masters) and Multi-herb Oolong Tea (first-class oolong tea blended with first-class rose and osmanthus fragrance, believed to have fat reducing and mood lifting properties).</p>
		<p>Caskells, a specialist on whisky & fine spirits: Blended Scotch whisky, Ardnamurchan's single malt, Edinburgh Gin's Rhubarb & Ginger Gin and Glasgow Gin.</p>
Kids' Rugby Workshop		
Date	6 & 7 April 2024	
Time	2pm to 4pm (25 minutes per session)	
Location	Central Piazza, Lee Tung Avenue	
Contents	 <p>The workshop is open to children aged between 6 and 12. A professional coach will teach the participants basic skills including passing and catching the rugby ball and the children will get to practice what they learn.</p>	
How to take part	<p>Lee Tung Avenue members can redeem one spot in the workshop with 50 points in advance (membership registration is free). Alternatively, customers including tourists can redeem one spot at the workshop venue by spending HK\$100 on the same day with an e-payment method plus following Lee Tung Avenue on social media.</p> <p>Limited spots are available, first come, first served.</p>	
Rugby Game Booths		
Date	6 & 7 April 2024	
Time	2pm to 4pm	
Location	Central Piazza, Lee Tung Avenue	



Contents	The public can take part in various interactive games including rugby ball passing and throwing and a trivia to learn more about the sport in a playful way. Those who have successfully completed the games will receive a souvenir (limited stocks, first come, first served).
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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

#leetungavenue #利東街 #LTALifestyle

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