



For immediate release

## Lee Tung Avenue’s “Moon Fest Lumiere” Returns with Stunning Lantern Installation Featuring Creations by Master Lantern Maker & LED Fire Dragon Dance Free Mini Lanterns, Instant Photo Service & Charity Pop-up Drum up Festivities

High-resolution event photos can be downloaded here: <https://bit.ly/46WDDCG>



(Hong Kong, 30 August 2024) For many years now, Lee Tung Avenue has been a popular destination among both locals and tourists for celebrating the Mid-Autumn Festival. This year, Lee Tung Avenue’s signature Mid-Autumn campaign, “Moon Fest Lumiere”, shines the spotlight on the preservation and succession of traditions. The campaign features not only the hallmark of Lee Tung Avenue – traditional Chinese lanterns, no less than 800 of them this time – but also fish-shaped lanterns created by a master Chinese lantern maker. Symbolising peace and prosperity, the breathtaking scene of lively fish swimming joyfully in a sea of lanterns is a tribute to traditional Chinese arts and craft.

On 17 September 2024, on which this year’s Mid-Autumn Festival falls, Lee Tung Avenue will bring back the legendary LED Fire Dragon Fiesta, where a brightly coloured 18-metre-long LED fire dragon will parade through the tree-lined avenue to offer blessings to the spectators. To heighten the festive atmosphere, Lee Tung Avenue is rolling out various seasonal rewards and offers, including free mini lanterns, instant photo service and a special mooncake gift box for shoppers to redeem. A charity pop-up and music performances will also be organised during the weekends in September.

**Magnificent lantern installation promotes traditional Chinese craftsmanship**



In Chinese culture, lanterns are often used in festivals to symbolise good luck and happiness, a tradition that dates back to over a thousand years ago. In fact, lanterns are intertwined with traditional Chinese culture and customs. Many different crafts, including drawing and painting, paper cutting, paper bundling and needlework, are involved in the art of lantern making. Over the years, the tradition has been carefully preserved and developed by talented lantern makers, so that today we can enjoy a vast variety of lanterns and exquisite craftsmanship.

This year, Lee Tung Avenue has specially invited leading lantern maker Mr Isaac Liu to instil novelty to the lantern installation of its Mid-Autumn Festival campaign. Coming from a family of lantern makers, Master Liu began learning the art of lantern making from his grandfather and father at the young age of five. Having dedicated over 20 years to the art, he is highly skilled in lantern making and has developed his own style that incorporates modern design concepts in the traditional art form to reflect the zeitgeist.

Using light design, Master Liu once used large-scale lanterns to transform a public space (or gathering place if it's not public) in Hebei, which became a landmark for evening visits. He has also participated in many large-scale lantern festivals, including one in Zhejiang, where he presented a new art-tech style integrating lanterns, light and digital technology with modern Oriental aesthetics as the keynote.

The sleek fish-shaped lanterns created by Master Liu for the Moon Fest Lumiere, together with over 800 traditional Chinese lanterns, evoke the image of a school of fish swimming in a glittering ocean, offering the public a mesmerising visual treat during the beautiful moon festival. Through Master Liu's professionalism and passion, Lee Tung Avenue aspires to bring the traditional art of lantern making to a new level and inject vitality to Hong Kong; and by preserving the beautiful cultural gem, it is hoped that generation after generation will be able to appreciate it.



**LED Fire Dragon Fiesta: a family-friendly showcase of an intangible cultural heritage gem**



The annual LED Fire Dragon Fiesta will return to Lee Tung Avenue on 17 September 2024, i.e., the exact date of this year's Mid-Autumn Festival, with a brand new 18-metre-long dragon. Spotting purple, the royal colour in ancient China, the dragon is covered with LED bulbs that will flicker and change colours as it moves. To pack even more action into the event, the mythical creature will be accompanied by dancing LED lions and drumming performances.

Running for about one hour from 8:30pm, the LED fire dragon parade will begin at Lee Tung Avenue's Central Piazza, then proceed to the Queen's Road East entrance before moving to the Johnston Road entrance, and finally returning to the Central Piazza. Fixed performances will take place at both entrances throughout the event. The fiesta is suitable for families including small children, and tourists will have the invaluable opportunity to experience the reinterpreted intangible cultural heritage and take photos of it up close.

**Multiple seasonal spending rewards and offers**



To celebrate the blissful festival, Lee Tung Avenue has prepared various delightful rewards for its members. The highlight is a special Mid-Autumn Festival gift box which comprises a quality selection of festive delicacies created by tenants of the avenue: one Double Yolk White Lotus




Seed Paste Mooncake by Tai Tung Bakery, one Lava Custard Momoyama Mooncake by SP Dance, 60g of Classic Puerh Tea by Gong Fu Teahouse and eight pieces of Nougat by Shan Shau Jok. To redeem one gift box, Lee Tung Avenue members can either spend HK\$1,800 or more at Lee Tung Avenue on the same day with an electronic payment method or spend HK\$1,200 on the same day with an electronic payment method and top it up with 1,000 loyalty points. Limited stocks are available on a first-come, first-served basis.

Meanwhile, non-members can register as members for free and start earning loyalty points by spending at Lee Tung Avenue (HK\$1 = 1 point, e-payment slips of transactions are required to redeem points). Once members have accumulated designated numbers of points, they can redeem cash coupons: 2,000 points for one HK\$10 coupon, and 8,000 points for one HK\$50 coupon. For details, please refer to the website of Lee Tung Avenue.



## Lee Tung Avenue's Mid-Autumn Festival Programmes

“Moon Fest Lumiere” Lantern Installation	
Exhibition period	Now to 15 October 2024
Opening hours	10am to 11pm (lights on from 5pm) *The hours will be extended to midnight on 17 September 2024 and on every Friday, Saturday, Sunday and public holiday. *Exhibition dates and opening hours may change due to weather conditions. Should there be any changes, announcements will be made on Lee Tung Avenue's official website and social media.
Location	Lee Tung Avenue, Wan Chai
Contents	Lee Tung Avenue's new Mid-Autumn Festival campaign features not only over 800 traditional Chinese lanterns, but also fish-shaped lanterns made by a master lantern maker to create a vivid spectacle to showcase traditional Chinese craftsmanship.
LED Fire Dragon Fiesta	
Date	17 September 2024 (Tuesday, the day of the Mid-Autumn Festival)
Time	8:30pm to 9:30pm
Location	Lee Tung Avenue, Wan Chai
Contents	An 18-metre-long LED fire dragon reinterprets the intangible cultural heritage of fire dragon dance by replacing incenses with colourful LED bulbs, with complementary LED lion dance and drumming performances. The public, especially tourists, can take the opportunity to watch the dragon parade up close and dive into the festivities. The event is suitable for children.  Parade route: Central Piazza --> Queen's Road East entrance --> Johnston Road entrance --> Central Piazza Fixed performances will be available at the Central Piazza and both entrances.
Mini Lantern Redemption	
Date	31 August to 30 September 2024
Time	10am to 10pm
Location	Customer Service Centre, Basement 1/F, Lee Tung Avenue
Contents	 <p>To obtain one complimentary mini lantern:</p> <ul style="list-style-type: none"> <li>Lee Tung Avenue Members (membership registration is free): follow Lee Tung Avenue on social media.</li> <li>Tourists: take a photo that shows the lantern installation at Lee Tung Avenue and share the photo on designated social media platforms with the hashtag #LeeTungAvenue.</li> </ul> <p>Quota applies. First come, first served.</p>

Instant Photo Service	
Date	14 September 2024 (Saturday)
Time	2pm to 6pm
Location	Central Piazza, Lee Tung Avenue
Contents	 <p>Customers can enjoy free instant photo service once by presenting the e-payment slip of any spending at Lee Tung Avenue from the same day and following Lee Tung Avenue on social media. Quota applies. First come, first served.</p>
Moon Fest Charity Pop-up	
Date	13 to 15 September 2024
Time	12nn to 8pm
Location	Along Lee Tung Avenue
Contents	 <p>Organised by Hong Kong Wan Chai District Association, the charity pop-up will feature handmade Mid-Autumn festival-themed products by various indie local brands. T Cube Culture and Education has also been invited to organise charity workshops to introduce Hong Kong's intangible cultural heritage, offering experiences such as mask painting and relief art making. Combining culture with entertainment, these activities will provide an opportunity to learn about and create traditional Chinese crafts. Part of the proceeds generated from the event will be donated to the non-profit organisation League of Ordinary Gentlemen to provide more opportunities for young people in Hong Kong to widen their horizons and go on cultural exchanges.</p> <p>Meanwhile, a fire dragon lantern making workshop and a quiz on oracle bone script will be organised. The public simply needs to follow Lee Tung Avenue on social media to take part for free. Participants of the quiz even have the chance to win souvenirs! Quota applies. First come, first served.</p>





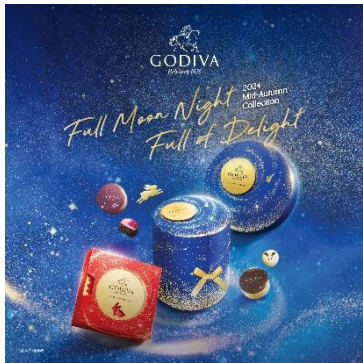
Mid-Autumn Music and Dance Performances											
Date	15 September 2024 (Sunday)										
Location	Central Piazza, Lee Tung Avenue										
Performance Schedule	<table border="1"> <thead> <tr> <th>Performance Group</th> <th>Time</th> </tr> </thead> <tbody> <tr> <td>Fame Singing Academy</td> <td>1pm – 2pm</td> </tr> <tr> <td>Cheerland Nursery School cum Kindergarten (Wanchai)</td> <td>2:30pm – 3:30pm</td> </tr> <tr> <td>Hong Kong String Orchestra</td> <td>4pm – 5pm</td> </tr> <tr> <td>The Grand Ballet</td> <td>5:30pm &amp; 6:15pm (30mins/ session)</td> </tr> </tbody> </table>	Performance Group	Time	Fame Singing Academy	1pm – 2pm	Cheerland Nursery School cum Kindergarten (Wanchai)	2:30pm – 3:30pm	Hong Kong String Orchestra	4pm – 5pm	The Grand Ballet	5:30pm & 6:15pm (30mins/ session)
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<p>Various groups will showcase their performances to celebrate the beautiful moon and the festive occasion.</p>											
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\*\*\*Please refer to Lee Tung Avenue's official website for details.





## Mid-Autumn Festival Dining & Shopping Offers





Tenant	Offer	Promotion Period	Photo
Silk. Shop G39	<p><b>LTA Exclusive:</b> Mid-Autumn Limited Edition 【Mango Moonlight】 - Chocolate cracking exterior, with Mango Milk inside</p> <p>Receive a HK\$15 cash coupon upon spending HK\$60</p>	13 – 18 September	
HANNOSUKE Shop G16	<p><b>LTA Exclusive:</b> Buy-1-get-1-free on drinks (The free item will be the cheaper item)</p>	Now until 18 September	
Rakuraku Ramen Shop G30	<p><b>LTA Exclusive:</b> Enjoy 50% off on drinks upon any purchase of ramen or rice dishes</p>	1 – 18 September	
Crêpe Delicious (Urban Cafe) Shop G26 & F26A	<p><b>LTA Exclusive:</b></p> <ol style="list-style-type: none"> <li>Buy-1-get-1-free on Wine (The free item will be the same / the cheaper item)</li> <li>Upgrade to a set menu (including daily soup/snacks &amp; tea) at a special price HK\$38 upon order of savoury dish in a</li> </ol>	Now until 18 September	



	la carte menu		
Benefit Shop G34B	<p><b>LTA Exclusive:</b> Enjoy the set of Good Time Gorgeous at a special price HK\$450 (Original price: HK\$935)</p>	Now until 18 September	
The Baker and The Bottleman Shop G14-15	<p>Mid-Autumn Festival Limited Edition Cookie Set</p> <ul style="list-style-type: none"> <li>- Pistachio &amp; Cranberry Cookie x 2pcs</li> <li>- Black and White Sesame Shortbread x 2pcs</li> <li>- Mooncake Cookie x 2pcs</li> </ul> <p>(Price: HK\$180)</p>	Pre-order from eShop and pick up from 11 to 17 September	
GODIVA Chocolatier Shop G26A	Buy-3-get-1-free on Mid-Autumn Chocolate Gift Box 10pcs and 12pcs	Now until 17 September	
GODIVA Chocolatier Shop G26A	Complimentary Dark Chocolate Soft Serve or selected G Pearls Chocolate upon any net purchase of HK\$680 or above on Mid-Autumn Gift Boxes (Hamper excluded); Complimentary selected Chocolate Carré Gift Box 16 pcs or 21 pcs upon any net purchase of HK\$1,680 or above	Now until 17 September	

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<p>SP Dance Shop G37</p>	<p>Early-bird Offer: Simply Pleasure &amp; Smile™ "Blissful Moon: Tea &amp; Treats" Mid-Autumn Gift Box Collection Classic Nourishing Handcrafted Mooncakes, SP "Tea Poetry" House Blended Floral &amp; Fruity Tea, &amp; Tea-flavored Handcrafted "Smile™ Cookies"</p>	<p>Now until 8 September</p>	
<p>Shan Shau Jok Shop G09-10</p>	<p>Enjoy SSJ x KiKi Low Sugar White Lotus Seed Paste with Double Egg Yolk Mooncake Gift Box at a special price of HK\$398, with complimentary 2 boxes of designated Crunchy (Value: HK\$116)</p>	<p>Now until 18 September</p>	
<p>King Bakery Shop G13</p>	<p>Enjoy 10% off on mooncakes upon purchase of 2 boxes or above</p>	<p>Now until 18 September</p>	
<p>Gong Fu Teahouse Shop B08-09</p>	<p>Buy-2-get-1-free on Manekineko (Premium Tea Bag Series) (Average HK\$120/box)</p>	<p>Now until 18 September</p>	

<p>Flourish Flowers Shop B30</p>	<p>Mid-Autumn Collection 2024</p>	<p>1 – 18 September</p>	
<p>Cooshti Shop G35A &amp; F35A</p>	<ol style="list-style-type: none"> <li>1. Buy-1-get-1-free on designated special summer spritz (Special price: HK\$90; available from 5pm – 6pm)</li> <li>2. Enjoy 2.5 hours Free Flow with great selection of beverages and Cooshti's signature food at HK\$888; Add HK\$300 to enjoy Free Flow Bollinger Champagne</li> </ol>	<p>Now until 18 September</p>	
<p>OLENS Shop G38</p>	<p>Enjoy Glowy designated series at a special price of HK\$299/3 boxes</p>	<p>Now until 18 September</p>	
<p>Hallmark Shop B05-06</p>	<p>Enjoy 30% off on Topps Match Attach Trading Card 2023-2024 upon net spending HK\$300</p>	<p>Now until 18 September</p>	



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<p>Sharon I Shop G08</p>	<p>10% off on regular-priced items</p>	<p>Now until 18 September</p>	
<p>Carpenter Tan Shop B40</p>	<p>Complimentary gift upon spending HK\$298 on regular-priced items</p>	<p>Now until 18 September</p>	
<p>Logitech Shop G34A</p>	<p>Receive a Food Panda voucher or a Logitech gift upon designated spending on any product</p> <ul style="list-style-type: none"> <li>• Receive one HK\$60 Food Panda voucher upon single spending of HK\$600;</li> <li>• Receive one HK\$120 Food Panda voucher upon single spending of HK\$1,200;</li> <li>• Receive one Logitech G A10 gaming headset (Value: HK\$549) upon single spending of HK\$1,800;</li> </ul>	<p>Now until 18 September</p>	

\*Please refer to website of Lee Tung Avenue for details. The program is subjected to change without prior notice. Lee Tung Avenue Management Company Limited and the above tenants reserve the right of making the final judgement on the program



### **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 “Promotion – Shopping Mall” at Astrid Awards 2024, 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 social platforms: [Facebook](#) / [Instagram](#)  
#leetungavenue #MoonFestLumiere #LTAMidAutumn

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