



【 Press Release 】

Immediate Release

**Lee Tung Avenue Presents “Dazzling Christmas Masquerade Ball” Featuring
World Championship-Winning Acro Dance, Magic Show and
Performances by Local Locking Group and Young Latin Dance Performers
Members Get Early Access to Tickets While All Attendees Will Get a Mysterious Goodie Bag
Romantic Snow Show | Sinterklaas Meet-and-Greet**



Download high-resolution photos: <https://bit.ly/4fctrbP>

Lee Tung Avenue makes it its mission to showcase different art and cultural gems from around the world, especially during major festivals, so that the public can celebrate the cheerful occasions and enjoy world-class art at the same time.

December is finally here! This joyful month, Lee Tung Avenue will be organising the popular “Let It Snow” artificial snow shows every Friday, Saturday, Sunday and public holiday as well as on New Year’s Eve to create special moments for locals and tourists alike. On Christmas day (25 December 2024), the public will get to see Sinterklaas – the legendary Dutch figure who inspired the character of Santa Claus – and have the opportunity to take photos with him. That evening, a masquerade ball will be staged at the Central Piazza under falling snow. Partygoers will be able to enjoy an exhilarating line-up of programmes including a variety of dance performances from acro dance to



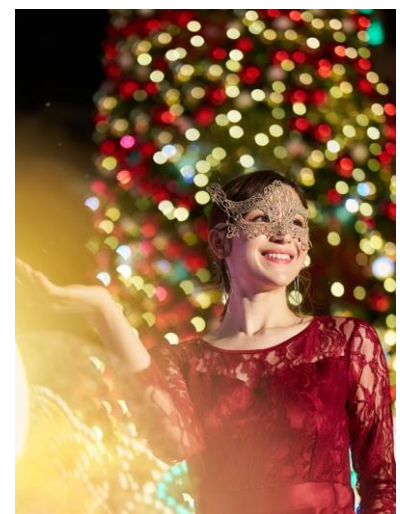
Latin dance and the choreography of an up-and-coming local locking group and a magic show. Each attendee will also receive a free mysterious gift. Lee Tung Avenue members can redeem ticket sets (each set contains one adult ticket and one child ticket) in advance with designated loyalty points. Only limited stocks are available on a first-come, first-served basis. All are invited to dress up for the party and bring their loved ones along for a dazzling Christmas! Various shops and restaurants will further dial up the festivities with limited-time-only offers.

A sneak peek into the masquerade ball programmes and exclusive early ticket access for members Sinterklaas' surprise visit to Lee Tung Avenue

On Christmas day, an enchanting array of activities awaits the public at Lee Tung Avenue. First up, the legendary figure Sinterklaas and his assistant Piet will say hello to people in Hong Kong in the afternoon. Lee Tung Avenue will be offering a free instant photo service for the Sinterklaas meet-and-greet event. Starting from today, Lee Tung Avenue members can redeem the service in advance with 100 loyalty points. For non-members, they can also enjoy the service by spending HK\$200 or more at Lee Tung Avenue on Christmas day using an e-payment method. Quotas apply. First come, first served.



As the sun sets, the Central Piazza of Lee Tung Avenue will become a glittering stage where the Christmas masquerade ball will take place. All are invited to dress up and attend with their families, friends and significant others for a special evening. In addition to the masquerade element, the party will feature a spectacular line-up of entertainment programmes, including dance mixed with acrobatics and contortion by world championship titles-holding The Acro Family, a magic show by professional magician Matthew Owen with over 15 years of experience under his belt, dance by four members of up-and-coming local locking group The Quickies, and Latin dance by young dancers from Dancehype with wide-ranging international experiences.



The “Let It Snow” artificial snow show will also form part of the masquerade ball, complemented by scintillating lights to immerse partygoers in bliss and festivities, as they enjoy the inspiring performances in glamorous partywear.

What is more, each attendee will be given a mysterious gift. To drum up the excitement, there will be quizzes with prizes including Lee Tung Avenue cash coupons. From now to the day of the event (25 December 2024), Lee Tung Avenue members can redeem one set of tickets comprising one adult ticket and one child ticket (for one session) with just 50 loyalty points. Alternatively, non-members can redeem tickets for one adult and one child by spending HK\$100 or more at Lee Tung Avenue on the day of the event using an e-payment method. Limited stocks are



available on a first-come, first-served basis.

Lee Tung Avenue Christmas Masquerade Ball	
Date	25 December 2024 (Wednesday)
Time	Session 1: 6:30pm to 7:15pm* (Reception at 6:15pm) Session 2: 7:45pm to 8:30pm* (Reception at 7:30pm) *Time is subject to change depending on weather conditions. For updates, please refer to Lee Tung Avenue's official website and social media pages.
Location	Central Piazza, Lee Tung Avenue, Wan Chai
Dress code	Festive, with lace accent
Contents	Lee Tung Avenue will be staging a masquerade ball on Christmas day. Attendees will be able to enjoy a showstopping line-up of entertainment programmes as well as receive a mysterious gift. All are invited to dress up for the party and bring their families, friends and significant others along.
Programmes	<p>Session 1 (6:30pm to 7:15pm)</p> <p>Highlights:</p> <ul style="list-style-type: none"> • Latin dance by young dancers from Dancehype • Acro dance by The Acro Family • Locking performance by The Quickies • Snow show and "Dancing in the Snow" <p>Session 2 (7:45pm to 8:30pm)</p> <p>Highlights:</p> <ul style="list-style-type: none"> • Locking performance by The Quickies • Magic show by Matthew Owen • Snow show and "Dancing in the Snow"
How to redeem tickets	<ol style="list-style-type: none"> 1. From now to the day of the event, Lee Tung Avenue members can redeem one set of tickets (one adult ticket + one child ticket) for one session with just 50 loyalty points. Redemption Location: Customer Service Centre, Basement 1/F, Lee Tung Avenue Redemption Time: 10am-10pm 2. Non-members can redeem one adult ticket and one child ticket by spending HK\$100 or more at Lee Tung Avenue on Christmas day using an e-payment method. Redemption Location: Central Piazza, Lee Tung Avenue Redemption Time: 3pm – 6pm



Notes:

- The public can register as Lee Tung Avenue members for free. Upon successful registration, members can start earning loyalty points by spending at Lee Tung Avenue with e-payment methods (HK\$1 spent = 1 point) and redeem rewards with points.
- Each member can redeem a maximum of two sets of tickets throughout the promotion period.
- Each set contains one adult ticket and one child ticket and must be redeemed as such.
- The ticket holder is entitled to participate in one session of the Masquerade Ball during the designated timeslot.
- Each ticket is valid for one participant only. Tickets for children are valid to those aged 12 and under.
- Stocks are limited and available on a first-come, first-served basis.

Much-loved outdoor snow show makes glorious return
Fantastic music and dance performances enhance the festive spirit

The much-loved snow shows at Lee Tung Avenue have returned in December, with over 50 sessions hosted every Friday, Saturday, and Sunday, as well as on public holidays and New Year's Eve! It will be a particularly romantic experience to view the “Dazzling Christmas” light display under the falling snow, best enjoyed with loved ones and captured in a few snapshots.



A true Christmas should be complete with music and dance. On 14, 15, 21, 22, 24, 25 and 29 December 2024, Christmas carols, dance and other live performances will be provided by over 28 charitable organisations and performing troupes to elevate the festive mood.

Upload photos for chance to win winter delicacies

From now to 31 December 2024, the public can enter the social media giveaway promotion by becoming a Lee Tung Avenue member if they have not already done so and uploading a photo of themselves taken with the “Dazzling Christmas” light display on Facebook or Instagram with the hashtag #LeeTungAvenue and #LTAXMAS. Lucky winners will each receive a coupon for redeeming one winter delicacy. The choices include designated crêpes provided by Crêpe Delicious, and After You \$20 cash voucher. Starting December 24, Lee Tung Avenue will reintroduce vouchers for Godiva chocolate drinks, soft serve ice cream, and Silk drinks at designated values. Stocks are limited and available on first-come-first-served basis.





Spending rewards including extra loyalty points and cash coupons

From now to 31 December 2024, Lee Tung Avenue is rolling out a series of winter spending rewards to pamper shoppers.

1. Redeem coupons with loyalty points

Lee Tung Avenue members earn loyalty points every time they spend at Lee Tung Avenue (HK\$1 = 1 point; electronic payment receipts are required to redeem points). With designated numbers of points, members can redeem cash coupons that can be used at designated shops.

Loyalty points required	Coupon value
2,000	HK\$10
8,000	HK\$50
12,500	HK\$100

Important notes:

Members must use an approved electronic payment method for the spending and register for loyalty points with the required receipts within 14 days after the spending. Each receipt must indicate a spending of at least HK\$100.

The coupon can be used at designated shops at Lee Tung Avenue.

Membership registration is free.

2. Holiday Dining Rewards: Double points for diners

On Fridays, Saturdays, Sundays and public holidays as well as Christmas eve and New Year's eve, Lee Tung Avenue members can earn double points at the following restaurants upon spending HK\$600 or more in a single transaction using an approved electronic payment method.

Designated restaurants	ABURI-EN, After You Dessert Café, Cooshti, Crêpe Delicious (Urban Café), Gyu-Kaku Buffet, HANNOSUKE, Modern China Restaurant, PASSIONE, Rakuraku Ramen, Shang Ching, The Baker & The Bottleman, Wing Wah AllDay
-------------------------------	---

3. Extra Bonus Rewards: extra 10,000 loyalty points upon spending of HK\$5,000

During each of four designated periods, Lee Tung Avenue members who accumulate a spending of HK\$5,000 will be rewarded an additional 10,000 loyalty points. The four designated periods are: 1-15 November 2024, 16-30 November 2024, 1-15 December 2024 and 16-31 December 2024. Members can spend at any Lee Tung Avenue merchant to enjoy the offer. Spending must be made with an approved electronic payment method.

*Terms and conditions apply. For details, please visit the official Lee Tung Avenue website.

LEE TUNG AVE
街東利

Lace-inspired light decorations connect Hong Kong and historic Belgian city
27-metre-long light arch and 8-metre-high Christmas tree



“Dazzling Christmas” marks Lee Tung Avenue’s first collaboration with GLOBALL Concept, a renowned Belgian company specialising in large-scale festive lighting and decorations. The “Dazzling Christmas” light installations, which will be on display at Lee Tung Avenue from now to 1 January 2025, is GLOBALL Concept’s first outdoor light projects in Hong Kong. Combining the traditional lace craft of Belgium and modern lighting technology, “Dazzling Christmas” boasts truly one-of-a-kind aesthetic. The 27-metres-long light installation above the Central Piazza will instantly captivate viewers with its scale and design. Two reindeers, unmistakable symbols of Christmas, are surrounded by festive motifs reminiscent of elegant Bruges lace patterns. On the ground, an 8-metre-high “lacey” Christmas tree is decorated with over 1,000 baubles to compete for the viewers’ attention.

On the tree-lined pedestrian walkway, visitors will find themselves transported to a Christmas town among lace-inspired Christmas tree installations, complemented by giant Christmas wreaths overhead created with a sophisticated laser cutting technology and a unique PVC net material that makes an incredible source of light. Bruges, a UNESCO World Heritage city, is famous for the traditional craft of lace. GLOBALL Concept has specifically incorporated Bruges lace patterns found in the city’s Lace Museum into the colourful Christmas decorations, creating a unique old-meets-new spectacle.



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

For further media enquiries, please contact:

Agnes Chang

Tel: 2640 9018

Email: agneschang@leetungavenue.com.hk

Kat Pang

Tel: 2640 9190

Email: pangman@leetungavenue.com.hk



Christmas programmes and spending offers at Lee Tung Avenue

Masquerade Ball	
Date	25 December 2024 (Wednesday)
Time	Session 1: 6:30pm to 7:15pm* (Reception at 6:15pm) Session 2: 7:45pm to 8:30pm* (Reception at 7:30pm) <i>*Time is subject to change depending on weather conditions. For updates, please refer to Lee Tung Avenue's official website and social media pages.</i>
Location	Central Piazza, Lee Tung Avenue, Wan Chai
Contents	To celebrate Christmas with everyone, Lee Tung Avenue will be throwing the "LTA Christmas Masquerade Ball" on Christmas day, to which all are invited and are welcomed to bring their families, friends and significant others along for a truly magical evening. The party will feature a spectacular line-up of programmes from magic to dance performances and snow show, bringing the cheerful atmosphere to the max!
How to redeem tickets	<ol style="list-style-type: none"> From now to the day of the event, Lee Tung Avenue members can redeem one set of tickets (one adult ticket + one child ticket) for one session with just 50 loyalty points. Redemption Location: Customer Service Centre, Basement 1/F, Lee Tung Avenue Redemption Time: 10am-10pm Non-members can redeem one adult ticket and one child ticket by spending HK\$100 or more at Lee Tung Avenue on Christmas day using an e-payment method. Redemption Location: Central Piazza, Lee Tung Avenue Redemption Time: 3pm – 6pm
Let It Snow!	
Date	13 to 15, 20 to 22, 24 to 29 & 31 December 2024 (17 days in total, Fri to Sun, on public holidays and New Year's Eve)
Time	7pm, 8pm, 9pm (15 minutes per session)
Location	Central Piazza, Lee Tung Avenue
Contents	The popular snow shows have returned to Lee Tung Avenue on select dates in December to make a romantic white Christmas in Hong Kong come true. It is recommended to enjoy the "Dazzling Christmas" light display under the falling snow and take photos to capture the dreamy scene.




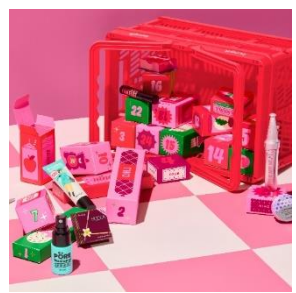

Sinterklaas Meet-and-Greet	
Date	25 December 2024
Time	3pm to 3:30pm & 4pm to 4:30pm
Location	Central Piazza, Lee Tung Avenue
Contents	Lee Tung Avenue is organising a meet-and-greet with Sinterklaas, accompanied by his cheerful assistant Piet, to introduce the legendary figure to Hong Kong people. Shoppers should not miss the opportunity to take a free instant photo with Sinterklaas.
Free instant photo requirement	Starting 1 December, Lee Tung Avenue members can enjoy exclusive priority access to reserve a spot for an instant photo with Sinterklaas by 100 loyalty points. Alternatively, customers can also take part in this experience by spending HK\$200 on the same day at Lee Tung Avenue with an electronic payment method. Only limited spots are available on a first-come, first-served basis.
“Dazzling Christmas” Light Display	
Date	Now to 1 January 2025
Opening hours	10am to 11pm * (lights on from 5pm) *Extended to midnight on these dates: Dec 24 to 26 and Dec 31 *Opening hours may differ in case of inclement weather and will be announced on the official Lee Tung Avenue website and social media pages.
Location	Lee Tung Avenue, Wan Chai
Contents	“Dazzling Christmas” comprises unique light decorations inspired by the traditional craft of Belgian lace. The centrepiece is a 27-metre-long arch above the Central Piazza, featuring two vibrant reindeers and festive motifs, together with an 8-metre-high Christmas tree on the ground. The iconic 200-metre-long walkway will also be lit up with light decorations in the forms of Christmas tree and giant hanging Christmas wreaths, turning the avenue into a quaint European town. The light decorations are created by GLOBAL Concept, an award-winning company from Belgium, with which Lee Tung Avenue is partnering for the first time.
“Dazzling Christmas” Check-in Promotion	
Promotion period	Now to 31 December 2024
Coupon redemption hours	10am to 10pm
Where to redeem coupon	Customer Service Centre, Basement 1/F, Lee Tung Avenue
How to take part	Lee Tung Avenue members have the chance to win a free winter delicacy coupon by uploading a photo of themselves taken with the “Dazzling Christmas” light installations on Facebook or Instagram with the hashtag #LeeTungAvenue and #LTAXMAS.



	<p>The coupon can be used to redeem one item. The choices include designated crêpes provided by Crêpe Delicious, and After You \$20 cash voucher. Starting December 24, Lee Tung Avenue will reintroduce vouchers for Godiva chocolate drinks, soft serve ice cream, and Silk drinks at designated values. Stocks are limited and available on first-come-first-served basis.</p>
--	---

For more information, please refer to the official Lee Tung Avenue website and social media pages.


Dining and shopping offers

Shop	Offer	Promotion Period	Photo
After You Dessert Café G24-25	Nutella Hazelnut Christmas Toast	2024.12.01 – 2025.01.05	
Benefit G34B	Enjoy The Gorgeous Grocer at a special price HK\$1,480 (Original: HK\$2,615)	2024.11.12 – 2025.01.01	
Benefit G34B	Enjoy Lookin' Crisp at a special price HK\$800 (Original: HK\$1,485)	2024.11.12 – 2025.01.01	




LEE TUNG AVE
街東利

<p>Mr Simms Olde Sweet Shoppe G27</p>	<p>Xmas Tree Jar and Xmas Gingerman Jar</p>	<p>2024.11.12 – 2025.01.01</p>	
<p>Shan Shau Jok G09-10</p>	<p>Enjoy SSJ Mixed Flavor Crunchy-Caramel Macadamia Nut Crunchy & Pistachio Crunchy-Christmas Edition (200g) at a special price HK\$80/box</p>	<p>2024.11.29 – 12.26</p>	
<p>GODIVA Chocolatier G26A</p>	<p>15% off on Holiday Advent Calendar G Cube Chocolate Truffle 10pcs</p>	<p>Now Till 2024.12.18</p>	
<p>GODIVA Chocolatier G26A</p>	<p>15% off on Christmas Star Plush with G Cube Chocolate Truffle 12pcs</p>	<p>Now Till 2024.12.31</p>	
<p>Caskells G33</p>	<p>Up to 20% off on selected whisky items & accessory</p>	<p>2024.11.12 – 2025.01.01</p>	

LEE TUNG AVE
街東利

<p>Crêpe Delicious (Urban Cafe) G26 & F26A</p>	<p>Weekly Special Deals Buy-1-get-1-free on selected items</p> <p>Monday: Main Dish Buy 1 Get 1 Tuesday: Pasta Buy 1 Get 1 Wednesday: \$58 Wings Platter Thursday : Puff Pizza Buy 1 Get 1 Friday, Saturday & Sunday: 15% OFF on selected categories (Selected categories including Pasta, Puff Pizza, Savory Crêpe & Main Dish)</p>	<p>Now Till 2024.12.15</p>	
<p>Silk. G39</p>	<p>Peanut Butter Silk</p>	<p>2024.12.12 – 2025.01.12</p>	
<p>Flourish Flowers B30</p>	<p>Christmas Flowers Collection 2024</p>	<p>Now till 2024.12.26</p>	
<p>POP MART G35</p>	<p>Complimentary POP BEAN Christmas Card upon any purchase of HK\$99 or above in a single transaction</p> <p>Complimentary SKULLPANDA Christmas Series Packaging Box (random style) upon any purchase of HK\$499 or above in a single transaction</p>	<p>Now till 2025.01.01</p>	

LEE TUNG AVE
街東利

<p>HANNOSUKE G16</p>	<p>Buy-1-get-1-free on Suntory Beer</p>	<p>2024.11.12 – 2025.01.01</p>	
<p>JINS G06 & F06A</p>	<p>20% off on regular-priced sunglasses/boxed J!NS Screen blue light glasses</p>	<p>2024.11.12 – 2025.01.01</p>	
<p>Carpenter Tan B40</p>	<p>Complimentary panda eco-friendly bag upon spending HK\$398</p>	<p>2024.11.12 – 2025.01.01</p>	

*Please refer to the official Lee Tung Avenue website for details on the promotion. Terms and conditions apply. In the case of any disputes, Lee Tung Avenue Management Company Limited and the participating merchants reserve the right of final decisions.