



【 Press Release 】

Immediate Release

**Lee Tung Avenue Stages “Lanterns-Lit Year of the Snake”
Over 800 Traditional Chinese Lanterns Celebrate the Chinese New Year
Pink Peach Blossom Trees and Heart-Shaped Arch Pump in Romantic Energy
Lion Dance Performances, Distribution of Free Festive Food,
The Salvation Army CNY Chill Fest Bring Avenue Alive with Action**

*Festive Sea of Lanterns Red Envelopes | Fai Chun Giveaway | Dragon & Lion Dance Spectacular
Exclusive rewards for members*

Special event promotes Chinese wedding culture with spending offers for those getting married



Download high-resolution photos: <https://bit.ly/3DLjXXR>

This Chinese New Year, Lee Tung Avenue will uphold its tradition of hoisting a magnificent canopy of Chinese lanterns to celebrate the boisterous Chinese festival with locals and tourists alike. From 14 January to 2 March 2025, a “sea” of over 800 lanterns will fill the avenue with glowing festivities as part of the **“Lanterns-Lit Year of the Snake”** promotion. It will be the first time for golden lanterns to be incorporated in the “sea” of lanterns, signalling a year of good fortune ahead.

Celebrating the Lantern Festival and Valentine’s Day, the avenue is also going to be decorated with 12 peach blossom trees each about four metres tall and a large heart-shaped arch for the public to soak up the romantic energy and take photos. Additionally, the avenue has designed a beautiful pearlescent red envelope with a traditional paper cutting effect showcasing the canopy of lanterns and unique architecture at Lee Tung Avenue.

On the first four days of the Chinese New Year (29 January to 1 February 2025), the avenue will become full of life with traditional lion dance performances, during which traditional festive food will be distributed to spectators to drum up the festive atmosphere. On 7 February 2025, the **Dragon and Lion Dance Spectacular** will return with breath-taking pole jumping performances and the parade of a golden dragon.



During two consecutive weekends (17-19 & 24-26 January 2025), The Salvation Army will stage the “**The Salvation Army Joyful Charity CNY Chill Fest**” featuring products by local brands and a series of workshops. Some of the proceeds generated from the event will be donated to The Salvation Army to help those in need. On the two Saturdays before Chinese New Year (18 & 25 January 2025), handwritten fai chun will be handed out for free during designated hours to spread well wishes.

On 8 & 9 February 2025, Lee Tung Avenue will be organising a Chinese Valentine’s Day-themed promotion named “**Golden Pair of The Dragon and Phoenix**”. Activities include a talk about Chinese wedding culture by Ms Lo Kan Fong and Ms Yeung Man Wai, an experienced bride’s chaperone, an instant photo service and wedding-themed workshops. Attendees can also try on traditional Chinese wedding outfits. Lee Tung Avenue has even prepared a limited number of rewards and goodie bags for those who are getting married. On the day of the Lantern Festival (12 February 2025) and on Valentine’s Day (14 February 2025), photography service will again be available to capture sweet moments for patrons.

Golden lanterns appear for the first time while 4-metre peach blossom trees bring romance



Every year, Lee Tung Avenue celebrates Chinese New Year with its signature traditional Chinese lanterns. Carrying on the tradition, the avenue will be presenting “**Lanterns-Lit Year of the Snake**” from 14 January to 2 March 2025, with over 800 lanterns in different sizes hanging above the avenue like a canopy. When night falls, the lanterns will be switched on to light up the avenue and the neighbourhood. This year, golden lanterns will be displayed in the mix, symbolising good fortune and liveliness for Hong Kong and the community.

In light of the upcoming Chinese Lantern Festival and Western Valentine’s Day, Lee Tung Avenue will be celebrating the two romantic days with 12 peach blossom trees, each about four metres tall, at the Central Piazza. They will be echoed by a large heart-shaped arch to serve as a stunning photo backdrop. In the evening hours, the peach blossom trees will also be lit up with the canopy of lanterns to create a beautiful scene.



Deluxe red envelopes highlighting Lee Tung Avenue's tradition

Lee Tung Avenue is known for its elegant red envelope designs. This year, inspired by the canopy of lanterns, the avenue has developed a 'Festive Sea of Lanterns Red Envelope' that features a unique hot stamping cut-out technique that intricately depicts the silhouettes of Lee Tung Avenue and the lantern sea. The design is complemented by a champagne gold pearl envelope and embossed red lanterns. With a 'gold inside, red outside' color scheme, capturing the radiant splendor of the lantern sea and highlighting the special features of Lee Tung Avenue in a tasteful manner.

From now to 12 February 2025, Lee Tung Avenue members can redeem one set of eight red envelopes using 800 loyalty points. Limited stocks are available on a first-come, first-served basis.



An exciting line-up of activities including as well as free Chinese snacks and fai chun

The noisier the merrier during Chinese New Year! Lee Tung Avenue will be rolling out a host of activities to drum up the noise and festivities. On the first four days of the Year of the Snake (29 January to 1 February 2025), **lion dances** will be organised for locals and tourists to take photos and experience the traditional Chinese custom amidst iconic sounds of drums and gongs. The public will also get to “taste” Chinese New Year when they spend HK\$50 or more at LTA merchants on the same day and follow Lee Tung Avenue on social media, which will entitle them to redeem **one traditional Chinese snack** (choices include traditional candy and coconut wrap, glutinous rice balls with peanuts and sesame and dragon's beard candy, two choices available daily).



Meanwhile, the annual **Dragon and Lion Dance Spectacular** will make a victorious comeback on 7 February 2025. This year, the event will feature a majestic golden dragon and five colourful lions. After an eye-dotting ceremony, the lion and dragon dance troupe will perform various traditional customs including a special-edition “plucking the greens” dance, “plum blossom” pole jumping and stunts on a bamboo stick. The event will end with a bang with the jubilant golden dragon leading the playful lions on a procession around the avenue. The god of fortune will also make an appearance to share well wishes with the spectators.



To get ready for Chinese New Year, Lee Tung Avenue will be giving out **handwritten fai chun** for the public to decorate their home. For two consecutive Saturdays (18 & 25 January 2025), a calligrapher will be stationed at the avenue to write fai chun for customers. To obtain one professionally written fai chun, customers simply need to present the e-payment slip of any same-day spending at Lee Tung Avenue, and follow Lee Tung Avenue on social media. Senior citizens aged 65 or above can even get the fai chun without any purchase required.



CNY charity market organised with The Salvation Army featuring local brands and workshops

During two consecutive weekends preceding Chinese New Year (17-19 & 24-26 January 2025), The Salvation Army will be hosting the “**Joyful Charity CNY Chill Fest**”, which brings together festive gifts created by various local handmade products perfect for gifting. Themed workshops will also be organised to immerse the participants in the festive ambience, including DIY Blessing Rubbing and Lion Dance Figurine Painting. To take part, one only needs to follow Lee Tung Avenue on social media. Part of the proceeds will go to The Salvation Army to offer a helping hand to those in need in society.



Special event promoting traditional Chinese wedding culture



2025 will see what is called a “double spring” and a leap month, which is traditionally a highly auspicious time to get married. Committed to promoting different cultures, Lee Tung Avenue will be organising a promotion called “**Golden Pair of The Dragon and Phoenix**” on 8 & 9 February 2025 to deepen public understanding of traditional Chinese wedding culture. Ms Lo Kan Fong and Ms Yeung Man Wai, an experienced bride’s chaperone (like a wedding planner in a Chinese wedding) have been invited to host a talk, during which she will explain various traditional customs such as the hair dressing ceremony for the bride and the betrothal ceremony. Those who want to organise a Chinese wedding will have the opportunity to try on Chinese wedding outfits and enjoy a photo-taking service with props like a bridal sedan chair and a traditional Chinese wedding scene. Couples can even join a range of workshops and bond over making wedding-related creations like corsages and buttonholes and wedding ring cushions.



Better still, the first 200 brides-or grooms-to-be who go to the customer service centre at Lee Tung Avenue can redeem various shopping offers provided by designated tenants at the avenue. The first 50 of them will get an additional goodie bag. By showing they have registered at the customer service centre and spending HK\$500 or more at the designated tenants, couples can redeem an extra HK\$100 dining discount coupon. Limited stocks are available on a first-come, first-served basis.

On the day of the Lantern Festival (12 February 2025) and Valentine’s Day (14 February 2025), Lee Tung Avenue will again provide couple photography



services. By spending HK\$50 or more at Lee Tung Avenue with an e-payment method on the same day and following Lee Tung Avenue on social media, customers can have their photos taken by a professional photographer at designated hours and receive one photoprint photo as memento.

Chinese New Year-only dining and shopping offers

In addition to enjoying the cheerful array of activities, the public can take advantage of various dining and shopping offers at Lee Tung Avenue for a plentiful Chinese New Year.

Chinese New Year Rewards – dining discount coupon and bonus loyalty points

To further pamper diners and shoppers, Lee Tung Avenue is providing special spending rewards throughout January and February 2025, during which Lee Tung Avenue members can redeem dining discount coupons and earn extra loyalty points for redeeming shopping cash coupons upon spending designated amounts at the avenue. The coupons are accepted by over 35 merchants at the avenue.

CNY Dining Rewards	<ul style="list-style-type: none"> Lee Tung Avenue members can receive one HK\$30 dining cash discount coupon when they spend HK\$300* or more at the avenue during the promotion period. <p>*A maximum of 2 eligible receipts from different merchants, with at least 1 receipt from a F&B merchant.</p>
Shopping Extra	<ul style="list-style-type: none"> Lee Tung Avenue members will receive 8,000 loyalty points (enough to redeem one HK\$50 cash coupon) when they spend HK\$1,000# or more on the same day. Lee Tung Avenue members will receive 25,000 loyalty points (enough to redeem a HK\$200 cash coupon) when they spend HK\$2,000# or more on the same day. <p>#A minimum of 2 and a maximum of 3 eligible receipts issued by at least 2 different merchants on the same day, each with a minimum spending of HK\$100.</p>

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.

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



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

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Lee Tung Avenue Chinese New Year programmes

“Lanterns-Lit Year of the Snake” presented by Lee Tung Avenue	
Date	14 January to 2 March 2025
Opening hours	10am to 11pm* (lights on from 5pm) <i>*Every Friday, Saturday, Sunday and public holiday between 14 January and 14 February 2025, and on the day of the Lantern Festival (12 February 2025) and Valentine’s Day (14 February), the light-on time will be extended to midnight</i> <i>*Opening hours and may differ in case of inclement weather. Please refer to the official Lee Tung Avenue website and social media pages for updates.</i>
Location	Lee Tung Avenue, Wan Chai
Contents	Under the theme “ Lanterns-Lit Year of the Snake ”, Lee Tung Avenue will be hoisting a canopy of over 800 red and golden lanterns to uphold its Chinese New Year tradition. This will be the first time golden lanterns appear in the mix, symbolising good fortune. In addition to the lanterns, 12 about-four-metre-tall peach blossom trees and a heart-shaped arch will be displayed at the Central Piazza to celebrate the Lantern Festival and Valentine’s Day and infuse the avenue with romance.
Limited-edition Red Packets Redemption	
Redemption period	1 January to 12 February 2025
Redemption hours	10am to 10pm
Where to redeem	Customer Service Centre, Basement 1/F, Lee Tung Avenue
How to redeem	Lee Tung Avenue members can redeem one set of eight red envelopes with 800 loyalty points. Limited stocks are available on a first-come, first-served.
Lion Dance Procession	
Date	29 January to 1 February 2025
Time	29 January 2025: 2pm to 3pm 30 & 31 January 2025: 4:30pm to 5:30pm 1 February 2025: 4pm to 5pm
Location	Central Piazza, Lee Tung Avenue
Contents	Lion dance performances will be staged during the afternoon hours on the first four days of the Year of the Snake to celebrate the boisterous festival with locals and tourists alike.



New Year Food Giveaway	
Date	29 January to 1 February 2025
Time	2pm to 5pm
Location	Near Johnston Road Entrance, Lee Tung Avenue
Contents	Customers who spend HK\$50 or more at Lee Tung Avenue on the same-day and follow Lee Tung Avenue on social media can redeem one traditional Chinese snack (choices include traditional candy and coconut wrap, glutinous rice balls with peanuts and sesame and dragon's beard candy, two choices available daily).
Dragon and Lion Dance Spectacular	
Date	7 February 2025
Time	11am to 1pm
Location	Central Piazza, Lee Tung Avenue
Contents	The event will see a majestic golden dragon leading five colourful lions on a splendid parade. After an eye-dotting ceremony, the lion and dragon dance troupe will perform various traditional customs including a special-edition “plucking the greens” dance, “plum blossom” pole jumping and stunts on a bamboo stick. The event will end with a bang with the fearsome golden dragon leading the playful lions on a procession around the avenue. The god of fortune will also make an appearance to share well wishes with the spectators.
Fai Chun Giveaway	
Date	18 & 25 January 2025 (both are Saturdays)
Time	2pm to 4pm
Location	Central Piazza, Lee Tung Avenue
Contents	Customers simply need to present the e-payment slip of any same-day spending at Lee Tung Avenue, and follow Lee Tung Avenue on social media to receive a complimentary fai chun written by the calligrapher on site. Senior citizens aged 65 or above can get one fai chun without any purchase required. Limited stocks are available on a first-come, first-served.
The Salvation Army Joyful Charity CNY Chill Fest	
Date	17-19 & 24-26 January 2025 (two consecutive Fridays to Sundays)
Time	12nn to 8pm
Location	Along Lee Tung Avenue
Contents	The Salvation Army will stage the “Joyful Charity CNY Chill Fest”, featuring traditional Chinese New Year-themed products created by local brands. Themed workshops will




	also be organised, including DIY Blessing Rubbing and Lion Dance Figurine Painting. To take part, the public only need to follow Lee Tung Avenue on social media. Part of the proceeds will go to The Salvation Army to help those in need in the community.
Golden Pair of The Dragon and Phoenix special promotion	
Date	8 & 9 February 2025
Time	1:30pm to 5:30pm
Location	Central Piazza, Lee Tung Avenue
Contents	<p>1. <u>Talk on traditional Chinese wedding culture</u> Date: 8 & 9 February 2025 Time: 1:30pm to 2pm Speaker: Ms Lo Kan Fong / Ms Yeung Man Wai, celebrity bride's chaperone Contents: They will explain the steps and important things to note regarding various traditional Chinese wedding customs such as the hair dressing ceremony for the bride and the betrothal ceremony How to take part: No need for registration. The public can attend freely.</p> <p>2. <u>Trying on traditional Chinese wedding outfits and instant photo service</u> Date: 8 & 9 February 2025 Time: 2pm to 6pm Location: Near Johnston Road Entrance, Lee Tung Avenue How to take part: Customers simply need to present the e-payment slip of any same-day spending at Lee Tung Avenue, and follow Lee Tung Avenue on social media to have the service once, provided by a professional photographer, and receive one photoprint.</p> <p>3. <u>Wedding-themed workshops</u></p> <ol style="list-style-type: none"> a. Corsage making workshop Date: 8 February 2025 Time: 2:15pm to 3:15pm b. Mini floral vase arrangement workshop Date: 9 February 2025 Time: 2:15pm to 3:15pm c. Wedding ring cushion making workshop Date: 8 February 2025 Time: 3:30pm to 4:15pm <p>How to take part:</p> <ul style="list-style-type: none"> • Lee Tung Avenue members: redeem one spot with 100 loyalty points • Non-members: redeem one spot by spending HK\$200 or more at Lee Tung Avenue on the same-day with an e-payment method



Wedding offers redemption	
Date	From 1 February 2025 until stocks run out
Time	10am to 10pm
Where to redeem	Customer service centre, B1/F, Lee Tung Avenue
How to redeem	<ul style="list-style-type: none"> • The first 200 brides-or grooms-to-be who register can redeem wedding offers by designated tenants. The first 50 of them will receive an addition goodie bag. • With the wedding offers, customers who spend HK\$500 or more at the designated tenants on the day of registration can redeem an extra HK\$100 dining discount coupons at the customer service centre. • All offers are limited in stocks. First come, first served.
Couple Photography Service at Lantern Festival and on Valentine’s Day	
Date	Lantern Festival (12 February 2025) and Valentine’s Day (14 February 2025)
Time	6pm to 8pm
Location	Central Piazza, Lee Tung Avenue
How to enjoy the service	By spending HK\$50 or more at Lee Tung Avenue with an e-payment method on the same-day and following Lee Tung Avenue on social media, customers can have the service once, provided by a professional photographer, and receive one photoprint.

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
<p>After You Dessert Café G24-25</p>	<p>Quattro Formaggi Toasts</p>	<p>Now till 2025.02. 28</p>	
<p>Silk. G39</p>	<p>Silk. x Labubu Red Packets For every cup of Silk. purchased, one peelable red packet will be gifted. Customers will have a chance to win exciting prizes such as a Limited Edition of Silk. x Labubu, Free Drinks, Buy-1-Get-1-Free coupons, and more!</p>	<p>2025.01. 20-02.09</p>	
	<p>CNY Special Drink Smooth Sesame (Limited to 30 cups per day, ingredients include Mochi, Black Sesame Paste, 4.3 Fresh Milk, Cheese Cloud, Black Sugar Boba)</p>	<p>2025.01. 27-02.02</p>	

<p>Modern China Restaurant G01, 04-05</p>	<p>Premium Poon Choi for 6 people HK\$1,688 Reserve two days in advance to receive a complimentary Prosperity Toss</p>	<p>Now till 2025.02.10</p>	
<p>Benefit G34B</p>	<p>Complimentary Benefit Chinese New Year Limited-edition Red Packets upon any spending (limited stocks are available on first-come, first-served)</p> <p>The POREfessional Face Primer (Chinese New Year Limited-edition) Price HK\$320</p> <p>Precisely, My Brow Pencil 3.5/4 (Chinese New Year Limited-edition) Price HK\$240</p>	<p>Now till 2025.02.28</p>	
<p>Shan Shau Jok G09-10</p>	<p>Enjoy SSJ Mixed Flavor Crunchy-Caramel Macadamia Nut Crunchy + Pistachio Crunchy - CNY Edition (200g) at a special price HK\$98/box</p>	<p>2025.01.14 -28</p>	

LEE TUNG AVE
街東利

<p>Pop Mart G35</p>	<p>DIMOO Auspicious Lion 1/8 Action Figure</p>	<p>Until stocks last</p>	
<p>Rakuraku Ramen G30</p>	<p>Complimentary Deep-fried Japanese Cheese Rice Cake” upon any food purchase of HK\$250 or above</p>	<p>2025.01.14 -02.28</p>	
<p>Gong Fu Teahouse B08-09</p>	<p>Buy-2-Get-1-Free on Tea Products (Special items excluded)</p>	<p>2025.01.14 -02.28</p>	
<p>Hannosuke G16</p>	<p>Enjoy one White fish tempura at special price HK\$18</p>	<p>2025.01.14 -02.28</p>	

Sho-EN G02-03	Complimentary dish of Miso Japanese Beef Intestines upon dine-in orders HK\$300 or above (before adding a service charge)	2025.01.14 -02.28	
Color Me Salon G36	Complimentary Colour Protection Hair Mask pH 3.5 (150ml) upon purchase of Express Grey Hair Coloring Treatment Annual Pass (Value: HK\$320)	2025.01.14 -02.28	

*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.

Chinese New Year spending rewards		
Promotion	Details	Promotion period
CNY Dining Rewards	<ul style="list-style-type: none"> Lee Tung Avenue members can receive one HK\$30 dining cash discount coupon when they spend HK\$300* or more at the avenue during the promotion period. <p>* A maximum of 2 eligible receipts from different merchants, with at least 1 receipt from a F&B merchant.</p>	1 January to 28 February 2025
Shopping Extra	<ul style="list-style-type: none"> Lee Tung Avenue members will receive 8,000 loyalty points (enough to redeem one HK\$50 cash coupon) when they spend HK\$1,000[#] or more on the same day. Lee Tung Avenue members will receive 25,000 loyalty points (enough to redeem a HK\$200 cash coupon) when they spend HK\$2,000[#] or more on the same day. <p>[#]A minimum of 2 and a maximum of 3 eligible receipts issued by at least 2 different merchants on the same day, each with a minimum spending of HK\$100.</p>	