

For Immediate Release

Grand Plaza x Johnee “Summer Pun, Summer Fun” Combines Arts & Sports *Soccer Freestyler & Renowned Personal Trainer Challenge Citizens’ Stamina*

(Hong Kong, June 29, 2018) Have fun with puns this summer as Grand Plaza joins famous local animator-illustrator, Johnee, to present the “Summer Pun, Summer Fun” campaign, in which Johnee’s original oddball superhero Galaman takes a walk on the hilarious side of the FIFA World Cup and other sports through an eccentric series of illustrations, each of them with a playful pun for a name. The fun meter gets turned up further up as Grand Plaza invites professional freestyle soccer player, Lyson Sze (a.k.a. “Mongkok Messi”), and renowned personal trainer and one of the 10 most popular local YouTubers, Emi Wong, to put customers’ stamina to the test with freestyle soccer and fitness challenges for everyone to get fit for summer the fun way!

From July 4 to September 2, Grand Plaza will become an arena for Johnee’s Galaman as the artist’s latest collection of illustrations see the quirky superhero all set for summer sports including soccer, boxing, fitness training, and basketball, against a backdrop that fuses elements of a summer sports day with details drawn from Mongkok street scenes. The same arena also invites visitors to try a little mental workout with riddles created by Johnee using illustrations to depict sports jargon that can be solved with punny colloquialisms, such as “sweeper” for soccer, “chance ball” for volleyball, and “frog start” for breaststroke swimming. On July 7 (Saturday), Johnee will meet fans at Grand Plaza, where he will add new creations to his sport-inspired collection and give away original “name pun” artworks to fans as gifts.

During the event, customers spending a designated amount at Grand Plaza, Hollywood Plaza, or Gala Place can redeem a limited edition Galaman waterproof workout bag or a set of Bluetooth sports earphones designed by Johnee for sports enthusiasts to stay active in style. What’s more, followers of Grand Plaza’s Facebook page or Instagram account are entitled to a place in the Kinect game “Formidable Goalkeeper, Daunting Boxer” with any purchase at the malls, and stand a chance of winning fabulous prizes in a showdown against Galaman at the soccer gate or in the boxing ring.

In the spirit of the quadrennial FIFA World Cup, professional freestyle soccer player Lyson Sze will showcase his tricks at the Decathlon’s flagship store at Grand Plaza. From July 9, fans can register on Grand Plaza’s Facebook page for a chance to learn dribbling skills in a freestyle soccer tutorial and family-friendly contest hosted by Lyson; winning contestants can receive HK\$500 sports coupons and other fabulous prizes.

It’s the time of year to show off those summer bodies! The new foolproof fitness routine specially designed for the campaign by renowned personal trainer Emi is sure to help in the

race to look great for the beach. The 20 fastest challengers who imitate Emi's movement and upload videos of themselves completing the exercise set to their personal Instagram accounts will be invited to the "Summer Fitness Challenge" at Goji Studio at Grand Plaza on August 18 (Saturday) to challenge Emi on site and exchange fitness tips, with a chance to win free fitness club memberships plus other fabulous prizes. For more event details, please refer to the attachment.

About Grand Plaza

Enviably located right next to the MTR Mongkok Station on Nathan Road where commerce and transport converge, Grand Plaza houses two office towers and a commercial podium. It is home to a stellar line-up of international watch and jewelry brands, concept stores as well as fashion and lifestyle labels. The dedicated Dining Floors feature 20-plus gourmet dining venues where international cuisine is served in stylish surroundings. The Grand Plaza Office Tower One showcases the region's most prominent healthcare centers. It has further been subtly zoned into Beauty and Travel floors, providing visitors a one-stop leisure and lifestyle experience.

For further information, please visit:

Facebook : <http://www.facebook.com/GrandPlazaHK>

Instagram : <http://instagram.com/grandplazahk>

WeChat : id= grandplazahk

About Johnee

A Digital Media graduate from Hong Kong Polytechnic University, Johnee has attracted a cult following among netizens and young people with the animated series *Galaman* since 2011. Boasting multiple awards under his belt, not least the Silver Award in the Animation Category at the 17th ifva Awards, the Gold Award at ICT Award 2012, the Animation Theme Song Award at LAWEBFEST 2013, and the Best Creativity Award at webfest.HK 2013, Johnee has collaborated with various brands in recent years, such as McDonald's, PUMA, Yahoo Hong Kong and Hong Kong Express. His signature "pun illustrations" that transform text into comedic pictures are critically acclaimed.

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Photo Caption (1)



This summer, Grand Plaza collaborates with famous local animator-illustrator Johnee to showcase a series of FIFA World Cup- and sport-inspired installations and sports artworks featuring the artist’s original oddball superhero Galaman and unique “pun illustrations”.

Photo Caption (2)



Grand Plaza hosts the Kinect game “Formidable Goalkeeper, Daunting Boxer” for customers to challenge Galaman at the soccer gate or on the boxing ring and win fabulous prizes.

Photo Caption (3)



Professional freestyle soccer champion Lyson Sze and renowned personal trainer Emi Wong will challenge customers in freestyle soccer and fitness contests at Decathlon and Goji Studio respectively at Grand Plaza. Winners stand the chance to take home a fabulous array of prizes!

Photo Caption (4)



Customers spending a designated amount in an electronic transaction at Grand Plaza, Hollywood Plaza, or Gala Place can redeem limited edition waterproof workout bags and Bluetooth sports earphones to style up their summer sporting activities!

For more high-resolution photos of the campaign, please download from the link:
<https://goo.gl/fUit1U>

Appendix: Event Details

“Stylish Summer” Gifts Redemption	<p>Date: July 4 – September 2 Time: 1pm – 9pm Venue: 1/F, Grand Plaza Content: Customers spending a designated amount in an electronic transaction at Grand Plaza, Hollywood Plaza, or Gala Place can join the Kinect game or redeem a limited edition Galaman gift.</p>	
	<u>Spending Amount</u>	<u>Gift</u>
	Any amount^	Join the Kinect game “Formidable Goalkeeper, Daunting Boxer” once
	HK\$600 or above*	A limited edition Galaman Waterproof Workout Bag
	HK\$1,800 or above*	A limited edition Galaman Bluetooth Sports Earphone set
<p>^Customers are required to “follow” the official Grand Plaza Facebook page or Instagram account. * With maximum of two same-day electronic receipts</p>		
“Pun Art, Fun Summer” Exhibition	<p>Date: July 4 – September 2 Time: 12pm – 9pm Venue: 1/F, Grand Plaza Content: Johnee’s sport-inspired riddle paintings that can be solved with the help of sports slang puns are on display alongside fun and artistic artwork on sports equipment.</p>	
“Meet and greet Johnee” Event	<p>Date: July 7 Time: 3pm – 5pm Venue: Grand Plaza Content: Johnee creates new additions to his sport-inspired “pun illustrations”. Customers who “like” the Facebook page or follow the Instagram account of Grand Plaza have a chance to receive a unique “pun illustration”.</p>	
Freestyle Soccer Showcase	<p>Date: July 21 Time: 2pm – 6pm Venue: Decathlon @ Grand Plaza Content: Hong Kong’s famous professional freestyle soccer player Lyson Sze showcases his tricks and hosts tutorials and a contest to give away sports coupons and other fabulous prizes.</p>	
Summer Fitness Challenge	<p>Date: August 18 Time: 3pm – 6pm Venue: Goji Studios @ Grand Plaza Content: Upload a video that shows the full performance of the designated fitness routine designed by renowned personal trainer</p>	

	Emi Wong and complete the required procedures stand for a chance to compete against Emi on site and win fabulous prizes.
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Terms & Conditions:

- Each set of same-day, machine-printed, original receipts and corresponding electronic payment counterfoils is eligible for gift redemption or participation in the Kinect game once only;
- Limited quantities of gifts are available on a first-come, first-served basis;
- Terms and conditions apply. For details, please refer to the official Grand Plaza Facebook page and promotional materials in the three malls;
- In the event of disputes, Hang Lung Properties reserves the right of final decision.