

For Immediate Release**Kornhill Plaza Presents “Summer Fantasy Fiesta”
to Unleash Child Creativity**

(Hong Kong, July 17, 2018) This summer, Kornhill Plaza is thrilled to launch an array of exciting and eye-opening activities as a part of its “Summer Fantasy Fiesta” to unleash the boundless creativity of children. To bring a refreshing and fulfilling summer celebration to ignite the infinite imaginative energies of children, from now on until September 2, Kornhill Plaza will be swathed in a colorful palette of decorations and will organize parenting talks, workshops and activities in collaboration with educational and children’s charities. Kornhill Plaza will also host the “Kornhill’s Next Pop Idol” talent show for children to showcase their one-of-a-kind talents on stage.

During the campaign period, Kornhill Plaza will be transformed into an imaginative world for children, filled with enchanting characters and vivid colors. Welcomed by the quirky monsters floating on the river at the mall’s entrance, customers can follow their footsteps to discover more zany monsters around the mall. The Mezzanine Floor features a giant octopus installation that children can play with, while a submarine decoration at lobby takes customers on an underwater journey filled with fun trivia about the ocean.

On July 21 (Saturday), Kornhill Plaza will collaborate with two educational charities, Ednovators and EDiversity, to organize the “ED’novative Parenting Talk”. Ms. Tracy Chan, Executive Director of Ednovators, and Dr. Bianca Sin-Wan Ho, representative of EDiversity and a Counselling Psychologist, will be sharing different ways for parents to understand more about their children to foster a happy childhood. On July 28 (Saturday), parents and kids can join the “Parenting Mindfulness Workshop” and make magical glitter bottles together for stronger bonding and learning emotional management.

Besides fun-filled activities, children can also enrich their minds this summer by learning to care about children in developing countries. On August 4 (Saturday), Kornhill Plaza and Save the Children Hong Kong will introduce the “VR Life Experience: Other Side of the World” and “A Little is A Lot” workshops. Children can experience life in developing countries through a virtual reality device that will help them treasure the many blessings they have in their own lives. Mini games and a gift-making workshop will also be provided to children so that they can learn that a meaningful gift does not always come with a big price tag.

Kornhill Plaza is also offering a stage for kids to showcase their unique talents. From now until July 27, interested parents and children can enroll online to join the “Kornhill’s Next Pop Idol” competition and stand the chance to win the Kornhill Learnscape

Scholarship after completing the first-round selection on August 11 (Saturday) and the finale on August 18 (Saturday)! At the finale, mother and artist, Jessica C, will also be invited to be the star judge to select and discover the “Kornhill’s Next Pop Idol”!

In addition, from now on until September 2, upon spending of HK\$800 or more at Kornhill Plaza and “Like” and “Follow” Kornhill Plaza’s Facebook and Instagram pages, shoppers can redeem a special edition Little Monster pencil bag. Please refer to the appendix for more program and gift redemption details.

About Kornhill Plaza

Conveniently located in the east of Hong Kong Island atop MTR Tai Koo Station, Kornhill Plaza houses a quality lifestyle shopping arcade anchored by the AEON STYLE department store, serviced apartments with superior management and services, and an office tower, together with Kornhill Learnscope, which offers leisure-learning facilities for youngsters. From exquisite gourmet food and relaxing cafés to cinemas and bookstores, Kornhill Plaza caters to the desires of every family looking for a kaleidoscopic convergence of great moments in life.

Please visit :

Kornhill Plaza Facebook (<https://www.facebook.com/KornhillPlaza>)

Kornhill Plaza Instagram (<https://www.instagram.com/KornhillPlaza>)

About Ednovators

Ednovators was founded by a group of dedicated edupreneurs, educators and individuals with passion and experiences in diversified fields of education. While our society is developing rapidly, the way how we teach and learn has to keep up with the fast pace of change so as to better nurture our next generation with confidence and capabilities to rise up to future challenges. They respect and recognize the diversified talents of every learner, unlock their true potentials and talents, and prepare them to thrive in the ever-changing society.

About EDiversity

EDiversity is a parent-run group that promotes choice and diversity in education. Founded by parents from different backgrounds and professions, they share their thoughts to different educational parties and social enterprises, and help parents to make decisions on their child’s education.

About Save the Children Hong Kong

Save the Children Hong Kong is an independent international organization for children with 30 offices globally and operations in more than 120 countries around the world. They work with different organizations, governments, non-profits and a variety of local partners while maintaining their own independence without political agenda or religious orientation. When disaster strikes around the world, Save the Children is there to save lives with food, medical care, and education, and remains to help communities rebuild through long-term recovery programs.

* * *

Media Contact

Cheung Ka Wing
Corporate Communications Manager
(Media Relations)
(852) 2879 0360
WingKWCheung@HangLung.com

Sharon Cheung
Assistant Manager
Corporate Communications
(852) 2879 6281
SharonCheung@HangLung.com

Photo Caption (1):



The Mezzanine Floor at Kornhill Plaza features a giant octopus installation that children can play with, while a submarine decoration at lobby takes customers on an underwater journey filled with fun trivia about the ocean.

Photo Caption (2):



Parents and kids can join the “Parenting Mindfulness Workshop” to make magical glitter bottles together for stronger bonding and learning emotional management.

Photo Caption (3):



Children can experience life in developing countries through a virtual reality device that will help them treasure the many blessings they have in their own lives.

Download HD photos:

<https://www.dropbox.com/sh/82khty7rxhf3u8l/AADatWQ8BCKoefrgbwioPt6Na?dl=0>

Appendix: Program details

| | | |
|---|--|--------------------------------------|
| “ED”novative Parenting Talk | <p>Date: July 21, 2018 (Saturday) Time: 11am – 12nn Venue: Art Gallery, 3/F, Kornhill Apartments Quota: 30 persons Co-organizing partners: Ednovators, EDiversity</p> | |
| | Speaker | Topic |
| | Ms. Tracy Chan, Executive Director of Ednovators | Seeing the Possibilities in Children |
| | Dr. Bianca Sin-Wan HO, representative of EDiversity and Counselling Psychologist | Parenting in a Peaceful Way |
| <p>How to join: “Like” and “Follow” the Kornhill Plaza Facebook and Instagram pages, and enroll at the Concierge on the Mezzanine Floor of Kornhill Plaza North Tower from 10am, July 20 onwards.</p> | | |
| Parenting Mindfulness Workshop | <p>Date: July 28, 2018 (Saturday) Time: 2 – 3pm Venue: Art Gallery, 3/F, Kornhill Apartments Quota: 10 groups per session (1 adult and 1 child per group) Co-organizing partners: Ednovators, EDiversity Details: Make a magical glitter bottle and learn to feel inner peace with your children! How to join: Spend HK\$300 or more^ and enroll at the Concierge on the Mezzanine Floor of Kornhill Plaza North Tower on the same day.</p> | |
| VR Life Experience: Other Side of The World | <p>Date: August 4, 2018 (Saturday) Time: 10am – 8pm Venue: G/F, North Tower, Kornhill Plaza Co-organizing partner: Save the Children Hong Kong Details: Experiencing life in developing countries through a virtual reality device that will help children treasure the many blessings they have in their own lives. How to join: “Like” and “Follow” the Kornhill Plaza Facebook and Instagram pages.</p> | |
| “A Little is A Lot” Workshop | <p>Date: August 4, 2018 (Saturday) Time: 2 – 3pm & 3 – 4pm (Two Sessions) Venue: G/F, North Tower, Kornhill Plaza Quota: 10 groups per session (1 adult and 1 child per group) Co-organizing partner: Save the Children Hong Kong Details: Mini games and gift-making workshop are provided to children to learn the true meaning of gifting. How to join: “Like” and “Follow” the Kornhill Plaza Facebook and Instagram pages and enroll at the Concierge on the Mezzanine Floor of Kornhill Plaza North Tower on the same day.</p> | |

| | |
|--|---|
| <p>Kornhill's Next Pop Idol</p> | <p>First Round Selection Date: August 11, 2018 (Saturday) Time: 2 – 3:30pm Venue: G/F, Kornhill Plaza North Tower</p> <p>Finalists will be announced after the first round judging.</p> <p>Finale Date: August 18, 2018 (Saturday) Time: 2 - 3pm Venue: AEON STYLE East Gate, Kornhill Plaza South Tower (Exit C of MTR Tai Koo Station)</p> <p>How to join: Upload a performance video of one minute together with the following information of the participant(s) at www.kornhill-idol.com by July 27, 23:59.</p> <ul style="list-style-type: none"> - Number of participant(s) - Name of participant(s) - Age of participant(s) - Type of performance - Contact information <p>Shortlist for first-round selection: Announcement will be made via Kornhill Plaza Facebook page on August 1, 2018. Shortlisted candidates will also be contacted by phone.</p> |
| <p>Little Monster Pencil Bag Redemption</p> | <p>Date: From now until September 2, 2018 Time: 10am – 10pm Venue: Concierge, Mezzanine Floor, Kornhill Plaza North Tower Redemption method: Spend HK\$800 or more[^] and “Like” and “Follow” the Kornhill Plaza Facebook and Instagram pages to redeem a special edition Little Monster pencil bag.</p> |

- [^] Spending can be made at any store in Kornhill Plaza using an electronic payment method such as a Credit Card, EPS, Octopus or Mobile Payment, in a maximum of two same-day, printed, original, electronic receipts from different merchants.
- Gift redemption and workshop registration is available on a first-come-first-served basis, subject to quota and/or availability of stock/seat.
- The above activities are subject to change without prior notice.
- For more details, please refer to in-mall promotional collateral or contact the Concierge.