

**For Immediate Release**

**Amoy Plaza “GHOULS-NIGHT-OUT”  
Step into the wickedly wonderful world of Witchy’s House**

(Hong Kong, September 27, 2017) Hang Lung always celebrate Halloween in style and this year is no exception with the “Ghouls-Night-Out” themed Halloween celebrations across Hang Lung Properties’ portfolio of shopping malls. Among them, Amoy Plaza will be home to the wickedly Witchy Witch from September 29 through October 31. Visitors to the mall should beware, as powerful spells will lure them into Witchy’s House, a lair strewn with eyeballs and thick with mud. Customers spending a specific amount at the mall can expect to take home a spooky collection of Halloween gifts, which will ensure that the festivities stay alive in homes across the city!

Witchy Witch, the fiendish yet alluring sorceress along with her gargantuan witch’s hat, can be found at the First Floor Atrium of Amoy Plaza Phase 2, ready to tempt guests into the Witchy House. Courageous customers are invited to step inside for an alarming adventure as well as for more fun pursuits like designing new outfits for the ghouls that dwell inside. Using the Live Ghoul Scanner, budding Halloween costume designers can project their masterpieces onto the giant screen inside the house for everyone to admire!

During the period of spirited Halloween celebrations, customers spending HK\$600 or more at the mall with a maximum two machine-printed receipts from the same day are entitled to redeem a limited edition Skeleton Mug. Customers meeting a minimum spend of HK\$1,000 or more with a maximum three machine-printed receipts from the same day can take home a pumpkin-shaped touch sensor lamp, ideal for Halloween parties with family and friends. For a single purchase of HK\$300 or more, shoppers will be able to create a personalized tote bag printed using their own creative Halloween designs. Furthermore, designated restaurants at Amoy Plaza, including favorites such as Dessertissimo, Golden Hall Dessert, Sugar Dessert, and XOXO Café Lab, have crafted special Halloween-themed meals and desserts to give guests a truly immersive experience of the Halloween spirit.

Halloween wouldn’t be complete without a spot of trick or treating. From October 25 to October 31, as the sun sets at 6pm, customers who make purchases at designated outlets will be able to enjoy playing this classic game and collect Halloween candies. On October 29 (Sunday), Amoy Plaza will also play host to a pre-Halloween party, where ghouls and monsters will take over the mall and distribute funky balloons and temporary tattoo stickers to guests – truly a Halloween extravaganza not to be missed!

## **About Amoy Plaza**

Conveniently located near the MTR Kowloon Bay Station, Amoy Plaza is an integrated mall in Kowloon East, comprising stores offering trendy fashions, beauty products and electronic gadgets. Together with more than 35 restaurants serving local and international cuisines, the mall offers a full selection of lifestyle experiences for nearby office workers and residents of Amoy Gardens.

## **For more details, please visit:**

Amoy Plaza website (<http://www.amoyplaza.com.hk>)

Amoy Plaza Facebook (<http://www.facebook.com/AmoyPlazaHK>)

Amoy Plaza Instagram (<http://instagram.com/amoyplazahk>)

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**Photo Caption (1)**



Witchy Witch will be haunting Amoy Plaza and organizing a Halloween party for all of our courageous customers!

**Photo Caption (2)**



Situated at the First Floor Atrium of Amoy Plaza Phase 2, Witchy Witch's gargantuan witch's hat and her spooky home, Witchy House, invites intrepid adventurers to step into the eyeball-strewn and mud-filled lair of ghosts and ghouls.

**Photo Caption (3)**



Customers can design new outfits for the ghouls who live in Witchy House. Using the Live Ghoul Scanner, guests can project their masterpiece onto the giant screen inside the house for everyone to admire.

**Photo Caption (4)**



Customers spending designated amounts can redeem fabulous Halloween-themed gifts including a skeleton mug and a pumpkin-shaped touch sensor lamp, or even get their creative Halloween designs printed onto a personalized tote bag.

**Appendix: Program Details**

<p>“The Witchy House” Installation</p>	<p>Date: September 30 to October 31 (Every Saturday, Sunday &amp; Public Holidays) Time: 1pm to 9pm Venue: 1/F Atrium, Phase 2, Amoy Plaza Fee: Free Admission Content: Customers can design new outfits for various ghouls who live in the house. By using the Live Ghoul Scanner, guests can project their masterpiece onto the giant screen inside the house for everyone to see!</p>
<p>Limited Halloween Gift Redemption</p>	<p>Date: September 29 to October 31 Time: 11am to 10pm Venue: G/F Concierge, Phase 1, Amoy Plaza Redemption method: (1) Customers spending HK\$600 or more with a maximum of two machine-printed receipts from different shops dated the same day are entitled to redeem one skeleton mug. (Limited to 200 sets. Gifts are redeemable on a first-come-first-served basis, while stocks last.) (2) Customers spending HK\$1,000 or more with a maximum of three machine-printed receipts from different shops dated the same day can redeem one pumpkin-shaped touch sensor lamp. (Limited to 80 to sets. Gifts are redeemable on a first-come-first-served basis, while stocks last.)</p>
<p>DIY Halloween ghoulish designs tote bag</p>	<p>Date: October 1, 8, 15, 22 &amp; 29 (Every Sunday) Time: 2pm to 5pm Venue: 1/F, Phase 2, Amoy Plaza Content: Customers spending HK\$300 or more in a single purchase from September 29 to October 29, can redeem a ticket to print their own Halloween ghoulish designs onto a personalized tote bag. (Limit 50 sets)</p>
<p>Let’s Trick or Treat</p>	<p>Date: October 25 to October 31 Time: After 6pm Venue: Designated tenants Content: Customers who make purchases in designated stores will be entitled to play Trick or Treat and collect Halloween candies.</p>

<p>Pre-Halloween Party</p>	<p>Date: October 29 (Sunday)  Time: 2pm to 6pm  Venue: 1/F Atrium, Phase 2, Amoy Plaza  Content: Ghouls and monsters will take over the mall and distribute funky balloons and temporary tattoo stickers to guests – truly a Halloween extravaganza not to be missed!</p>
<p>Limited Halloween Menu</p>	<p>Date: September 29 to October 31  Content: Designated restaurants at Amoy Plaza, such as Dessertissimo, Golden Hall Dessert, Sugar Dessert, and XOXO Cafe Lab, will launch a selection of Halloween meals and desserts to give guests a truly immersive experience of the Halloween spirit.</p>

- \* All photos are for reference only. For detailed terms and conditions regarding redemptions, please refer to the promotional materials at the redemption counter.
- \* Programs are subject to change without prior notice.
- \* For more details, please refer to in-mall promotional materials.