

For Immediate Release

The Peak Galleria Presents “Halloween Haunted Playground: Joker Says, Joker Plays Haunted Game”

(Hong Kong, September 28, 2016) This Halloween, The Peak Galleria is unleashing the noises of the netherworld in an auditory haunted house experience – “Halloween Haunted Playground: Joker Says, Joker Plays Haunted Game”. The spine-chillingly realistic audio journey through the spooky scenes of the Haunted Playground promises customers a sensationally eerie adventure. The mall’s novel take on the conventional haunted house design brings a whole new dimension to the experience, with the sound of the Joker’s creepy laughter and chilling screams creating a spooky surround sound setting that will shock, scare, and surprise even the bravest soul.

Today, The Peak Galleria also invited local celebrity Chrissie Chau and famous pop group, Girls’ Sample, to join the Halloween extravaganza as special guests for the launch ceremony with Ms. Joyce Lee, Hang Lung Properties’ Senior Manager (Leasing & Management). Chrissie was the first guest to take the sinister sojourn. Emerging from her eerie experience, she recommended it as the haunted house that no one should miss!

From October 1 to October 31 on every Saturday, Sunday and public holiday, the “Joker Says, Joker Plays Haunted Game” will be receiving valiant visitors at Level 1 of The Peak Galleria. Unlike traditional haunted house, the unique experience involves donning a helmet with a headset before embarking on a hair-raising ride that will explore every nightmarish nook and chilling cranny of the Haunted Playground, surrounded by the nerve-racking resonance of breathing, cackles, chainsaws, shrieks and scary surprises from the Joker, all just a hair’s breadth away. At the end of the terrifying track, survivors can collect a photo as a memento of their near-death experience in the Haunted Playground.

The terrifying theme of the Haunted Playground continues throughout The Peak Galleria where customers can create their own hauntingly happy Halloween memories at the “Joker’s Photo Booth” and the “Joker’s HAHA Mirror” by taking some seriously scary snaps.

During the promotion period, with spending of a designated amount at The Peak Galleria across a maximum of two receipts dated the same day, customers can redeem tickets for the “Joker Says, Joker Plays Haunted Game”. Tickets are limited daily and redeemable on a first-come-first-served basis, while quotas apply. Please refer to the appendix for program details.

About The Peak Galleria

The Peak Galleria, a shopping and dining complex, is a major Hong Kong tourist landmark famous for its Art Deco architecture. The Peak Galleria is dedicated to promoting Hong Kong's unique culture and organizing a wide range of activities. The complex not only features a full array of local specialty stores and restaurants, such as Trick Eye Museum Hong Kong, Hong Kong Trams Station and Sweet Dynasty, among others, but also a host of environmentally friendly facilities. Its Observation Deck at Green Terrace on L3, offering the stunning panoramic view of Victoria Harbor and the Pok Fu Lam Reservoir, is a must-visit place for shoppers. The educational Eco Discovery tour held by the mall welcomes the participation of schools and other organizations.

Please visit:

The Peak Galleria's website (<http://www.thepeakgalleria.com/>)

Facebook (<http://www.facebook.com/PeakGalleria>)

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Photo Caption (1):



The Peak Galleria invited Chrissie Chau and famous pop group, Girls' Sample, to join the Halloween extravaganza as special guests for the launch ceremony of the “Joker Says, Joker Plays Haunted Game” with Ms. Joyce Lee (3rd from left), Hang Lung Properties’ Senior Manager (Leasing & Management).

Photo Caption (2):



Chrissie was the first guest to take the sinister sojourn through the sounds of the spine-tingling “Joker Says, Joker Plays Haunted Game”. Emerging from her eerie experience, she recommended it as the haunted house that no one should miss!

Photo Caption (3):



The Peak Galleria will be transformed into a blood-curdling Halloween Haunted Playground where customers can create their own hauntingly happy Halloween memories at the “Joker’s Photo Booth” and the “Joker’s HAHA Mirror” by taking some seriously scary snaps.

Appendix: Program Details

“Joker Says, Joker Plays Haunted Game”												
Date:	October 1 – 30, 2016 (Every Saturday, Sunday and Public Holiday)	October 31, 2016										
Time:	2 – 9:30pm* *Opening hours will be extended to 10:30pm on October 29	7 – 9:30pm										
Venue:	Shop 1, Level 1, The Peak Galleria											
Ticket redemption details	<ul style="list-style-type: none"> Shoppers who spend a designated amount at The Peak Galleria can redeem tickets for the “Joker Says, Joker Plays Haunted Game” by presenting a maximum of two same-day receipts. <table border="1"> <thead> <tr> <th>Spending Amount (maximum two same-day receipts)</th> <th>No. of Tickets</th> </tr> </thead> <tbody> <tr> <td>HK\$100 or above</td> <td>1</td> </tr> <tr> <td>HK\$200 or above</td> <td>2</td> </tr> <tr> <td>HK\$300 or above</td> <td>3</td> </tr> <tr> <td>HK\$400 or above</td> <td>4[#]</td> </tr> </tbody> </table> <p>[#]Maximum number of tickets per redemption.</p>		Spending Amount (maximum two same-day receipts)	No. of Tickets	HK\$100 or above	1	HK\$200 or above	2	HK\$300 or above	3	HK\$400 or above	4 [#]
	Spending Amount (maximum two same-day receipts)	No. of Tickets										
HK\$100 or above	1											
HK\$200 or above	2											
HK\$300 or above	3											
HK\$400 or above	4 [#]											
<p>Redemption Venue: Concierge, Level 1, The Peak Galleria Redemption Date & Time: October 1–28 & 30, 2016 (Every Saturday, Sunday and Public Holiday), 10am to 9pm October 29, 2016, 10 to 10pm October 31, 2016, 7 to 9pm</p> <ul style="list-style-type: none"> Tickets are limited on a daily basis and are redeemable on a first-come-first-served basis, while quotas apply. Each session allows a maximum of 4 participants. Each participant can receive a photo taken at the Haunted Playground after joining the game. For terms and conditions, please refer to other in-mall promotional materials. 												

“Joker’s Photo Booth”	
Date:	October 3 - 31, 2016
Time:	2 – 9pm
Venue:	Atrium, Level 1, The Peak Galleria
Ticket redemption details:	Shoppers who make a single purchase of HK\$100 or above at The Peak Galleria can redeem one entrance ticket for the Joker’s Photo Booth by presenting the same-day receipt.

	Entrance Ticket Redemption: Date: 3 – 31 October 2016 Time: 10am – 8:30pm Venue: Concierge, Level 1
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“Joker’s HAHA Mirror”	
Date:	From now until October 31, 2016
Time:	10am – 10pm
Venue:	Atrium, Level 1, The Peak Galleria