

For Immediate Release

Amoy Plaza Welcomes the Year of the Dog with “PEANUTS Building Blocks World” *Redeem Adorable Everlasting Lovely Dachshund Red Packets*

(Hong Kong, January 3, 2018) With the exciting arrival of the Lunar New Year imminent, Hang Lung Properties' portfolio of shopping malls have busied themselves preparing a sensational selection of programs and gifts for shoppers to celebrate the festive season. Amoy Plaza is welcoming the Year of the Dog with an irresistible new campaign that celebrates the cute and adorable qualities of man's best friend starting from mid-January. In keeping with this canine theme, a lovely Dachshund (Sausage Dog) is wishing everyone the everlasting love that pet dogs have for their humans in the Year of the Dog! From February 9 to 15, the mall invites shoppers to come and enjoy the fun of its “PEANUTS Building Blocks World”. This creative program features the world-famous SNOOPY and renowned building blocks brand BiOBUDDi, offering festive fun for everyone!

From January 12, customers spending HK\$400 or more at Amoy Plaza can redeem a set of 10 Lovely Dachshund red packets. Presented in two styles, these heart-warming red packets are adorned with golden dachshund wearing a traditional Chinese costume and a cute hat to boot. One can change their outfits and even write down New Year greetings to friends and families. Each red packet also includes a dining voucher that can be used at the mall's selected restaurants. To keep the holiday spirit in full flow, handicraft lovers spending HK\$400 or more in a single purchase at Amoy Plaza can join the Everlasting DIY Family Workshop, where they can create their own Lunar New Year decorations.

Amoy Plaza and LOCOLOCO, a platform committed to promoting local designs and handicrafts, will play host to the Weekend Market every Friday to Sunday during January 12 to 21 and February 2 to 4. Nearly 30 local designers and talents will bring a wide selection of handmade unique products and creative goods as your delightful surprise to your family and friends. Moreover, from January 29 to February 15, Amoy Plaza is hosting a fabulous Chinese New Year Market, with over 20 booths selling festive food, flowers, gifts and more. During the holiday season, visitors won't want to miss the Wishing Corner, where they can write down their own unique wishes. Amoy Plaza will pick the 10 most creative ones and reward the lucky finalists with HK\$1,000 worth shopping vouchers each!

In celebration of Valentine's Day, Amoy Plaza is also launching a romantic redemption program from February 9 to 14. Customers spending HK\$800 or more can redeem a set of two Valentine's Day Everlasting Love Cushions! Please refer to the appendix for more details.

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 50 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)



Customers spending HK\$400 or more at Amoy Plaza can redeem a set of 10 Lovely Dachshund red packets. Each red packet also includes a special dining voucher.

Photo Caption (2)



Handicraft lovers spending HK\$400 or more in a single purchase at Amoy Plaza can join an Everlasting DIY Family Workshop where they can create their own Lunar New Year decorations.

Photo Caption (3)



Customers spending HK\$800 or above can redeem a set of two Valentine's Day Everlasting Love Cushions to sweeten the celebration of Valentine's Day with loved ones!

Please click the link below to download more high-resolution photos:

<https://goo.gl/tnChdg>

Appendix: Program Details

<p>Everlasting Lovely Dachshund Red Packets Redemption</p>	<p>Date: From January 12 to February 15, 2018 Time: 1pm – 10pm Location: G/F Concierge, Phase 1, Amoy Plaza Redemption method: Upon spending HK\$400 or above at Amoy Plaza, customers can redeem a set of 10 red packets (Must present two same-day, machine-printed receipts from a retail service merchant and a F&B outlet respectively, all receipts are subject to a minimum spending of \$100 or more). Daily quota applies. Redemption is available on a first-come-first-served basis while stocks last.</p>
<p>Everlasting Year of the Dog DIY Family Workshop</p>	<p>Date: January 27, 28, and February 2, 3, 4, 10 and 11, 2018 Time: 2pm – 3pm and 3pm – 4pm Location: 1/F Atrium, Phase 2, Amoy Plaza How to join: Customers spending HK\$400 or more in a single machine-printed receipt at Amoy Plaza can redeem one ticket to join the workshop on designated date. Seats are limited and are available on a first-come-first-served basis.</p> <p><u>Workshop Ticket Redemption</u> Date: From January 12, 2018 while daily stocks last Time: 1pm – 10pm Location: G/F Concierge, Phase 1, Amoy Plaza</p>
<p>LOCOLOCO Weekend Market</p>	<p>Date: January 12 to 14, 19 to 21 and February 2 to 4, 2018 Time: 12nn – 9pm Location: 1/F Atrium, Phase 2, Amoy Plaza</p>
<p>New Year Market</p>	<p>Date: From January 29 to February 15, 2018 Time: 11am – 9pm Location: G/F Atrium, Phase 1, Amoy Plaza; Outdoor New Year Market will also be hosted at Open Pedestrian Mall from February 6 to 15</p>
<p>Wishing Corner</p>	<p>Dates: From January 12 to March 4, 2018 Time: 11am – 11pm Location: 1/F, Phase 1, Amoy Plaza (Opposite Shop 61-68 Baleno) Details: Customers can write down their own unique wishes. Amoy Plaza will pick the 10 most creative ones and reward the lucky finalists with HK\$1,000 worth shopping vouchers each!</p>
<p>PEANUTS Building Blocks World</p>	<p>Dates: From February 9 to 15, 2018 Time: 12nn– 8pm Location: 1/F Atrium, Phase 2, Amoy Plaza</p>

<p>Everlasting Valentine's Day Love Cushion Redemption</p>	<p>Dates: February 9 to 14, 2018 Time: 1pm – 10pm Location: G/F Concierge, Phase 1, Amoy Plaza Redemption method: Customers spending HK\$800 or above can redeem a set of two lovely cushions (Must present two same-day machine-printed receipts from two different merchants). Redemption is available on a first-come-first-served basis while stocks last.</p>
<p>The God of Fortune Meet & Greet</p>	<p>Dates: Feb 11, 15 (Chinese New Year Eve), 18 (The 3rd Day of Chinese New Year) and 25 (The 10th Day of Chinese New Year), 2018 Time: 2pm – 4pm Location: Amoy Plaza and Open Pedestrian Mall Details: The God of Fortune will visit the mall to spread New Year blessings, offering wishes for good luck and festive candies to customers.</p>
<p>Lion Dance to Welcome the New Year</p>	<p>Date: February 25, 2018 (The 10th Day of Chinese New Year) Time: 2:30pm Location: Amoy Plaza and Open Pedestrian Mall Details: An auspicious dancing lion will parade around the mall to bring wishes of happiness and success for the Lunar New Year.</p>

- All photos are for reference only. Redemption activities are subject to terms and conditions. Please refer to the promotional materials for further details.
- The above activities are subject to change without notice.
- For more details of the program, please refer to the poster or inquire at the concierge.