

**For Immediate Release****Kornhill Plaza and Rabbit Mint Present “Easter Dreamland”**

(Hong Kong, March 14, 2018) This Easter, Kornhill Plaza is collaborating with the award-winning Hong Kong handicraft brand, Rabbit Mint, to transform the mall into a dreamy Easter world. From now until April 8, human-sized Rabbit Mint characters will be jumping all over the mall in their uniquely adorable way, carrying refreshing strawberries to share the sweetness of the holidays with customers as they embark on an Easter adventure at Kornhill Plaza.

From March 23 to April 8, Kornhill Plaza will be unveiling an exciting Easter surprise with the fun-filled Fantastic Rabbit Mint Easter Egg Catcher Game situated on the Ground Floor. By scanning the QR code, customers can transform their mobile phones into joystick controllers and play the Easter Egg Game to stand a chance to win instant prizes. The game supports two-player mode for double the fun!

Apart from taking photo with the adorable Rabbit Mint, at the weekends and public holidays from March 24 to April 2, a series of Rabbit Mint workshops, including a Fantastic Bead Workshop and a Mosaic Box Workshop, will be awaiting creative parents and their kids with fun-filled activities and the opportunity to create one-of-kind handicraft rabbit accessories.

In addition, from March 16 to April 8, upon spending of HK\$800 or more at Kornhill Plaza, shoppers can redeem a cute and colorful Rabbit Mint Limited Edition Travel Pouch – the perfect way to take a memento of an extraordinary Easter outing back home! Please refer to the appendix for more program and 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 AEON STYLE department store, serviced apartments with superior management and services, and an office tower, together with Kornhill Learnscape, 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 Rabbit Mint**

Rabbit Mint is created by BambooZoe and her husband Terry Lam. As a designer for international jewelry brands, Zoe loves painting and handicrafts. Inspired by childhood memories of feeding her rabbit, Zoe first designed her renowned “Merry Boo & Friends” Collection in 2013. In 2014, she developed her brand in Taiwan, mainland China and Macau. In 2015, she won “The Best Creativity” and “My Favorite Hand-crafted Souvenir” awards at the “Show Me Craft – Handicraft & Design Competition 2015”. Zoe launched her “Rabbit Mint Baby” Collection in 2016 after giving birth to her first baby.

Please visit:

Rabbit Mint Facebook (<https://www.facebook.com/RabbitMintHK/> )

Rabbit Mint Instagram (<https://www.instagram.com/RabbitMint/> )

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**Photo Caption (1):**



The adorable and kind-hearted Rabbit Mint is brought to life as human-sized characters to celebrate Easter with customers with refreshing strawberries at Kornhill Plaza.

**Photo Caption (2):**



At the weekends and public holidays from March 24, a series of Rabbit Mint workshops will be awaiting creative parents and their kids with fun-filled activities and the opportunity to create one-of-kind handicraft rabbit accessories.

**Photo Caption (3):**



Upon spending of HK\$800 or more at Kornhill Plaza, shoppers can redeem a cute and colorful Rabbit Mint Limited Edition Travel Pouch – the perfect way to take a memento of an extraordinary Easter outing back home!

Download HD photos:

[https://www.dropbox.com/sh/uwwafpr8z0n9ihf/AAAqHfa5iY0P4ah6\\_8SNSUoba?dl=0](https://www.dropbox.com/sh/uwwafpr8z0n9ihf/AAAqHfa5iY0P4ah6_8SNSUoba?dl=0)

## Appendix: Program details

<b>Rabbit Mint Workshop</b>	<p>Date: March 24, 25, March 30–April 2</p> <p><b><u>Fantastic Bead Workshop</u></b> Time: 2pm–3pm (one session per day)</p> <p><b><u>Mosaic Box Workshop</u></b> Time: 3pm–4pm (one session per day)</p> <p>Venue: G/F, North Tower, Kornhill Plaza Quota: 10 per session How to join: Upon spending of HK\$300 or more by electronic payment such as Credit Card, EPS, Octopus or Mobile Payment in a maximum of two same-day, machine-printed, electronic receipts at Kornhill Plaza, customers can register at Concierge to participate in the Rabbit Mint Workshop once for free.</p>
<b>Fantastic Rabbit Mint Easter Egg Catcher Game</b>	<p>Date: From March 23 to April 8 Time: 10am–10pm Venue: G/F, North Tower, Kornhill Plaza How to join: By scanning the QR code, customers can transform their mobile phones into joystick controllers to play the Easter Egg Game and stand a chance to win instant prizes, which can be redeemed at the Concierge by presenting the mobile screencap of game result page.</p>
<b>Redemption of Kornhill Plaza X Rabbit Mint Limited Edition Travel Pouch</b>	<p>Date: From March 16 to April 8 Time: 10am–10pm Redemption venue: Concierge, G/F, North Tower, Kornhill Plaza Redemption method: Upon spending of HK\$800 or more by electronic payment such as Credit Card, EPS, Octopus or Mobile Payment in a maximum of two same-day, machine-printed, electronic receipts at Kornhill Plaza, shoppers can redeem one Kornhill Plaza X Rabbit Mint Limited Edition Travel Pouch.</p>

\*Gift redemption and workshop registration is available on a first-come-first-served basis, subject to quota and/or availability of stock.

\* The above activities are subject to change without prior notice.

\* For more details, please refer to in-mall promotional collateral or contact the Concierge.