

For Immediate Release

**Amoy Plaza Welcomes the Year of the Rooster with
Blooming Bamboo - A Taste of Joy**

(Hong Kong, January 5, 2017) With the Chinese New Year about to burst forth, Amoy Plaza is celebrating with “Blooming Bamboo – A Taste of Joy” to greet the burgeoning delight of the Year of the Rooster.

Ancient cultural symbols of good luck and happiness, bamboo and magpies are at the center of a transformation that will see Amoy Plaza brought to life with the colors of spring. The mall has also prepared an array of gifts for their customers. From January 10, customers spending HK\$400 or more at Amoy Plaza can redeem a two-style set of 10 “Blooming Bamboo – A Taste of Joy” red packets. The red packets sporting a stylish bamboo design with gold embossing and iron-gold imprinting technology to bring the designs to life, are not only elegant but also match the New Year theme! In addition, upon spending of HK\$200 or more in a single receipt, customer are entitled to join an Upcycled Paper Family Workshop on designated dates where parents and children can enjoy the fun of creating environmentally-friendly 3D origami candy trays and Year of the Rooster greeting cards to share their blessings with family and friends.

Amoy Plaza is also partnering with À La Bakery, and customers spending HK\$200 or more in a single receipt can redeem a packet of À La Bakery handmade pistachio cookies. Using high quality French flour and butter, these cookies are egg-free, preservative-free, and guaranteed to have no genetically-modified ingredients used in the baking. It is a perfect gift to share with your loved ones during the festival. Please refer to the appendix for more details of the program.

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 40 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 further information, please visit:

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

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

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

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Media Contact

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

Sharon Cheung
Senior Officer
Corporate Communications
(852) 2879-6281
SharonCheung@HangLung.com

Photo Caption (1)



Customers spending HK\$400 or more at Amoy Plaza can redeem a two-style set of 10 “Blooming Bamboo – A Taste of Joy” red packets.

Photo Caption (2)



Upon spending of HK\$200 or more in a single receipt, customers are entitled to join an Upcycled Paper Family Workshop to make a unique environmentally-friendly candy tray and Year of the Rooster greeting card.

Photo Caption (3)



Amoy Plaza is partnering with À La Bakery to present packets of healthy À La Bakery's handmade pistachio cookies to celebrate the Chinese New Year.

Appendix: Program Details

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| <p>“Blooming Bamboo – A Taste of Joy” Red Packets Redemption</p> | <p>Date: From January 10, 2017 Time: 11am – 10pm Locations: G/F Concierge, Phase 1, Amoy Plaza Redemption method: Upon spending of HK\$400 or above at Amoy Plaza with a maximum of two machine-printed receipts from different shops dated the same day, customers can redeem a set of 10 red packets (two styles per set). Gifts are limited and redemption is on a first-come-first-served basis while stocks last.</p> |
| <p>Upcycling Paper Family Workshop</p> | <p>Date: January 14, 15, 21 and 22, 2017 Time: 3pm – 6pm Location: 1/F Atrium, Phase 2, Amoy Plaza How to join: Customers spending HK\$200 or more in a single machine-printed receipt at Amoy Plaza can join the workshop once on a designated date. Workshop tickets can be redeemed at the concierge in advance. Seats are limited and are offered on first-come-first-served basis.</p> <p><u>Workshop Ticket Redemption</u> Date: From January 10, 2017 (On first-come-first-served basis subject to quota) Time: 11am – 10pm Location: G/F Concierge, Phase 1, Amoy Plaza</p> |
| <p>À La Bakery Handmade Pistachio Cookies Redemption</p> | <p>Date: From January 10, 2017 Time: 11am – 10pm Location: À La Bakery at Amoy Plaza (Shop 113, G/F, Phase 1) Redemption method: Customers spending HK\$200 or more in a single machine-printed receipt at Amoy Plaza can get a cookie coupon at the concierge in advance for redeeming a packet of À La Bakery handmade pistachio cookies at the shop. Gifts are limited and redemption is on a first-come-first-served basis while stocks last.</p> <p><u>Cookie Coupon Redemption</u> Date: From January 10, 2017 (On first-come-first-served basis while stocks last) Time: 11am – 10pm Location: G/F Concierge, Phase 1, Amoy Plaza</p> |
| <p>The God of Fortune’s Meet & Greet</p> | <p>Dates: January 21, 22, 27 and 30, 2017 Time: 2pm – 4pm Location: Amoy Plaza Details: The God of Fortune comes to spread New Year blessings, bringing luck and festive candies to customers.</p> |

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| Lion Dance Welcoming the New Year | Date: February 4, 2017 Time: 2:30pm Location: Amoy Plaza and Open Pedestrian Areas Details: An auspicious dancing lion parades around the mall bringing wishes of happiness and success for the New Year. |
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- * For detailed terms and conditions for redemptions, please refer to the promotional materials at the redemption counter.
- * The above programs are subject to change without prior notice.
- * For more program details, please refer to in-mall posters or contact the concierge.