

For Immediate Release

Amoy Plaza X TinBot “Toys Reborn”

Experience the Joy of Giving New Life to Toys This Easter

(Hong Kong, March 8, 2018) This Easter at Amoy Plaza, an exciting collaboration with TinBot™ is bringing the fantasy world of tin box robots to life with the “Toys Reborn” extravaganza from March 9 to April 2. Home to a bustling toy factory, a four-meter-high TinBot™ will be standing guard over his tiny robot friends at the Atrium of Amoy Plaza. TinBot™ will also be collaborating with selected shops to bring shoppers a taste of childhood joy with their small boxes of delight. Social enterprise, Anew Toys, has also been invited to show how to give new life to old, much-loved toys. Through their Old Toys Revival Fun Day and a series of workshops on how to “recycle” and “rebirth” old toys, visitors will get the chance to learn how to refurbish their own toys that have been loved into disrepair. “New Dad” Lokyi Lai, also joined today’s kick off ceremony and shared some precious moments and the fun he had with his baby boy when playing toys.

TinBot™ is inspired by classic metal robots and creates tiny tin box robot figures containing magnetic robot components which can be used to create different poses and have been the childhood toys of many people. Amoy Plaza is thrilled to be hosting not only a range of these tiny robotic characters but also one gigantic four-meter-tall TinBot™ towering over the mechanical toy kingdom in the mall’s Atrium and creating fabulous photo opportunities for kids of all ages and their families. As visitors explore the toy factory, they will discover a whole host of fun activities including the “Reborn to Dance” interactive game, which will challenge them to a dance-off battle with an animated robot. In keeping with the retro theme, shoppers can also participate in classic games such as tic-tac-toe or have a go on the metal roller slide and a teeter-totter. Whether it’s reliving childhood memories or creating new ones, there is something for everyone in this fantasy toy land!

Beyond the Atrium, the tiny toy robot fun continues with TinBot™ partnerships with selected shops throughout Amoy Plaza, introducing a series of limited edition TinBot™ robots. The first exclusively-designed TinBot™, the “Match Box TinBot™” will be introduced in collaboration with Café Match Box. The robot comes in a delightful, traditional Hong Kong-style delivery boy design with classic match box packaging that will surely capture the heart of every toy collector! This, and other limited edition TinBot™ can be redeemed by shoppers spending HK\$800 or more at Amoy Plaza.

Anew Toys will host their fun days on March 30 and April 2, aiming to promote toy sharing and recycling concepts through games and an engaging “Toy Crossing” activity. Customers can create their own motor robot by joining the “STEM Toys Workshop” on

designated dates, with a single receipt for spending of HK\$300 or more at Amoy Plaza and a “Like” of Amoy Plaza’s Facebook page. Many second-life toys will be exhibited at Atrium during the campaign period.

Besides giving new life to toys, clothes deserve a second chance too! You can wear old clothes in different ways and styles. During the campaign, second-hand shop – a break 93 – will display an array of second-hand goodies at the Atrium, showcasing second-hand treasures that deserve a new lease on life. For detailed information about activities and promotions, please refer to the appendix.

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>)

About TinBot™

TinBot™ was launched in 2013 as a gift item, a magnetic action puzzle figure. In 2016, the founder, Lock Lai, officially established TinBot™ as an independent brand. "TinBot™ the Collectibles" is co-branded by Trendex & B1GB1OCK creation. TinBot™ Creation is about conceptual ideas | prototypes | designs of TinBot™. Some concepts might be realized in the future. They hope one day they can proudly tell the world about the TinBot™ Original Design from Hong Kong.

About Anew Toys

Anew Toys is a social enterprise. It aims at renewing the value of toys and promoting the joy of playing with toys through recycling and refurbishment, not only letting children experience the joy of toys, but also teaching them to create their own toys and, at the same time, encouraging children express themselves, their creativity and potential.

About a break 93

a break 93 is a chic second-hand store, and a response to over-consumption in society. It provides clothing recycling and consignment services, actively promoting a local second-hand culture. Through its wardrobe rearrangement service, and styling service etc., it spreads the concept of DANSHARI, with the belief that suitable clothing and makeup bring quality life and natural beauty. Founded in 2016, there are two branches at the moment.

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Photo Caption (1)



Hang Lung Properties' Director – Leasing & Management Ms. Bella Chhoa (3rd from left), General Manager – Leasing & Management Ms. Helen Lau (3rd from right), Senior Manager – Leasing & Management Ms. Michelle Chang (1st from left), “New Dad” Mr. Lokyi Lai (middle), Founder of TinBot™ Mr. Lock Lai (2nd from right), Founder of a break 93 Ms. Yen Fu (2nd from left), and Founder of Anews Toys Mr. Paul Lai (1st from right) officiate at the kick off ceremony for the “Toys Reborn” Easter Campaign at Amoy Plaza.

Photo Caption (2)



Amoy Plaza is thrilled to collaborate with local toy brand TinBot™ turning Amoy Plaza into a giant toy factory with a four-meter-high TinBot™.

Photo Caption (3)



“Match Box TinBot™” is part of the TinBot™ special edition collection, in collaboration with Café Match Box. The traditional HK-style food delivery boy design comes with old-school match box packaging.

Photo Caption (4)



Customers can create their own recycling motor robot by joining the “STEM Toys Workshop” on designated dates with a single receipt for spending of HK\$300 or more at Amoy Plaza and a “Like” of Amoy Plaza’s Facebook page.

More photos:

https://www.dropbox.com/sh/1a76nxkmxksyni0/AADLskXJsyvTmTJKDmx_r6dGa?dl=0

Appendix: Program Details

<p>Amoy Plaza X TinBot™ “Toys Reborn”</p>	<p>Date: March 9 to April 2 Time: 11am to 11pm Venue: Atrium, 1/F, Phase Two, Amoy Plaza</p>
<p>“Reborn to Dance” Interactive Game</p>	<p>Date: March 9 to April 2 Time: 11am to 11pm Venue: Atrium, 1/F, Phase Two, Amoy Plaza</p>
<p>Anew Toys Exhibition</p>	<p>Date: March 9 to April 2 Time: 11am to 11pm Venue: Atrium, 1/F, Phase Two, Amoy Plaza</p>
<p>a break 93 Recycling Clothing Exhibition</p>	<p>Date: March 9 to April 2 Time: 11am to 11pm Venue: Atrium, 1/F, Phase Two, Amoy Plaza</p>
<p>“Match Box TinBot™” Limited Edition Redemption</p>	<p>Date: March 15 to April 2 Time: 1pm to 10pm Venue: G/F Concierge, Phase 1, Amoy Plaza Details: Upon spending of HK\$800 or more at Amoy Plaza with two same-day machine-printed receipts from different shops (Must include receipts from a retail service merchant and a F&B outlet respectively) and a “like” of Amoy Plaza’s Facebook Page, customers can redeem a limited edition “Match Box TinBot™”. Gifts are limited and redemption is on a first-come-first served basis, while stocks last.</p>
<p>STEM Toys Workshop</p>	<p>Date: March 10 to April 1 (Every Sat & Sun) Time: 2pm to 4pm Venue: Atrium, 1/F, Phase Two, Amoy Plaza How to Join: Upon spending of HK\$300 or more at Amoy Plaza, in a single, same-day receipt, and a “like” of Amoy Plaza’s Facebook page, customers can join the “STEM Toys Workshop” and make their unique toy. Customers are requested to redeem workshop tickets at the concierge in advance. Seats are limited and are available on a first-come-first-served basis. <u>Redemption of STEM Toys Workshop Tickets</u> Date: From March 6 while stocks last Time: 1pm to 10pm Venue: G/F Concierge, Phase 1, Amoy Plaza</p>

<p>Anew Toys Fun Day</p>	<p>Date: March 30 (Fri) & April 2 (Mon) Time: 2pm to 6pm - Anew Toys Booth Games 2pm to 3pm - Transform Robot Workshop 3pm to 4:30pm - DIY Gashapon Machine Workshop Venue: Atrium, 1/F, Phase Two, Amoy Plaza Details: Admission to the booth games and two workshop sessions is free. Seats are limited and are available on a first-come-first-served basis.</p>
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* All photos are for reference only.

* Programs are subject to change without prior notice.

* For detailed terms and conditions of gift redemption, please refer to in-mall promotional materials or approach staff at Concierge for enquiry.