

## For Immediate Release

### **Amoy Plaza Brings “Blossoming Blessings” to Welcome the Chinese New Year**

(Hong Kong, January 7, 2016) Hang Lung Properties' Amoy Plaza is preparing to herald in the Lunar New Year with a glorious display of festive splendor in its “Blossoming Blessings” celebration. Amoy Plaza will be adorned with hydrangea installation, standing over 2-meter high, and overflowing with a sea of red flowers in every stage of bloom from the first springtime buds to the blossoming of New Year joy, together with colossal vases: a vibrant expression of our wishes of happiness, luck and prosperity for all our customers. Besides welcoming the Year of the Monkey, lovers young and old can also enjoy the Valentine's Day amongst these romantic symbols of blossoming love.

In addition to decorations that will ignite the senses with an air of jubilation, Amoy Plaza has prepared a whole host of activities and promotions that will make your celebration all the more joyful. From January 8, customers spending HK\$400 or more at Amoy Plaza can redeem a set of eight dazzling, limited edition, kaleidoscopic lai-see packets. With New Year floral motifs, the laser-etched designs on luminous mirror foil with gleaming gold hot-stamping make them a must-have collectable this Lunar New Year. But the festive fun does not end there, for Amoy Plaza has arranged for the God of Fortune to deliver blessings to all our customers, and for a Lion dance to bring good luck and prosperity for the year just begun. For more program details, 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 35 restaurants serving local and international cuisines, the mall offers a full selection of lifestyle experiences for nearby office workers and residents of Amoy Gardens.

Please visit:

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

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

Amoy Plaza's Sina Weibo (<http://weibo.com/amoyplaza>)

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

\* \* \*

### **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**



Amoy Plaza will be adorned with hydrangea installation, standing over 2-meter high, and overflowing with a sea of red flowers in every stage of bloom from the first springtime buds to the blossoming of New Year joy, together with colossal vases: a perfect setting for celebrating the start of the Year of the Monkey as well as Valentine's Day.

**Photo Caption 2**



Customers spending HK\$400 or more at Amoy Plaza can redeem a set of eight dazzling, limited edition, kaleidoscopic lai-see packets.

**Appendix: Program Details**

<b>“Blossoming Blessings” Photo-taking Zone</b>	Date: January 8 to February 22, 2016 Time: 11am to 11pm Venue: G/F Open Pedestrian Mall, Amoy Plaza
<b>Kaleidoscopic Lai-see Packets Redemption</b>	Date: From January 8, 2016 Time: 1pm to 9pm Venue: G/F Concierge, Phase 1, Amoy Plaza Redemption method: Customers spending HK\$400 or more at Amoy Plaza can redeem a set of eight dazzling, limited edition, kaleidoscopic lai-see packets by presenting a maximum of two same-day machine-printed receipts from different shops. Redemption is on a first-come-first-served basis, while daily stocks last.
<b>The God of Fortune Meet &amp; Greet</b>	Date: January 31, February 6, 7 & 10, 2016 Time: 2pm to 4pm Venue: G/F Atrium, Phase 1, Amoy Plaza Content: The God of Fortune comes to spread New Year blessing, bringing luck and festive candies to customers.
<b>The Lion Dance Parade</b>	Date: February 14, 2015 Time: 2:30pm Venue: G/F Open Pedestrian Mall, Amoy Plaza

\* Programs are subject to change without prior notice.

\* For details of programs, please refer to in-mall posters or contact the concierge.