

For Immediate Release

Amoy Plaza Collaborates with Leisure Footwear Pioneers Saucony and Sperry at a Vividly Colorful Sports Arena

(Hong Kong, June 14, 2018) Amoy Plaza presents a sports fiesta this summer with its “FUN TO INFINITY” program in collaboration with classic American trainers’ brand, Saucony, and godfather of timeless canvas footwear, Sperry. From June 15 through August 31, Amoy Plaza will be swathed in the vivid color palette of the iconic Memphis Design Movement as it sets the stage for a summer sports extravaganza. The vibrant venue will also be the backdrop for an exhibition of Saucony’s limited-edition and exclusive shoe designs as well as a collection of Sperry’s sophisticated leisure footwear. Whether it’s for love of sport or sporting-style, summer at Amoy Plaza promises infinite fun for everyone!

Unlike any other sporting arena, Amoy Plaza will transform its atrium with colorful tracks and feature a three-meter high basketball hoop and backboard, all in a strikingly vivid, geometric, Memphis design theme that brings out the joy of fitness fun. Customers can compete in the Sensory Football Competition and vie for the best shooter title, or simply enjoy the thrill of racing through virtual reality. The Amoy Plaza “FUN TO INFINITY” sports arena invites everyone to sweat it out and get fit for summer!

In addition to the colorful installations, Amoy Plaza will be the first to showcase the latest collections from America’s most iconic shoe brands. Saucony, dubbed “the Rolls Royce of Sports Shoes”, is known for its streamlined designs and functionality, and has always been a favorite in sports industry. In a remarkable first-time collaboration between Saucony and a shopping mall, visitors to Amoy Plaza in mid-June can be among the first to check out the brand’s latest collection. Local sports shoe enthusiast, Billy Li, will also be exhibiting his personal collection of Saucony Originals, ranging from shoes with different functionalities to vintage models! But first to take the stage in the sporting arena of colors will be the undisputed godfather of canvas footwear, Sperry. Known and loved for the brand’s timeless yet modern style, Sperry will be exhibiting a collection of original shoe designs remodeled in pink especially for the summer season. And in yet another first, Sperry and Saucony will launch a new range of trainers and canvas shoes this July, with a number of exclusive discounts that sneaker fans won’t want to miss.

The summer sporting fun doesn’t stop there! On the Sundays of June 17 and 24, a freestyle football team will take to the Open Pedestrian Mall and spread the magic of freestyle football to all corners. In recent years, running has become one of Hong Kong people’s favorite sports, and the area surrounding Amoy Plaza is definitely an ideal place to go for a jog. From July 15 to August 26, on every Sunday, runners can participate in

“Get Up and Run!” workshops. With Amoy Plaza as the starting point, runners will experience the exhilaration of urban jogging.

During the event period, customers spending a specified amount at Amoy Plaza can redeem a variety of exciting gifts such as the “King of Soyabeans TinBot™”, the “Ice Cooling Sports Towel Set”, or the limited-edition “Colored Outdoor Inflatable Sofa”. For more event and gift redemption details, please refer to the attachment.

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 Saucony

For over a hundred years, Saucony has built its reputation as a professional sports brand to become known as “The Rolls Royce of Sports Shoes”. The company was founded in 1898 at Kutztown, Pennsylvania, on the high banks of the Saucony Creek. The signature “S” logo was inspired by the “S” in Saucony and the course of the adjacent stream. The brand exploded on to the world stage after it created the boot for America’s first moonwalker, Edward Bright, in 1963. Saucony has been at the forefront of technological development in footwear, combining science with comfort in the advanced designs of their cushioned soles. The variety of styles and their comfort has won the brand a strong customer base for their line of functional footwear for different sports and classic leisure shoes to complete the sophisticated American leisurewear look.

About Sperry

Founded by Paul Sperry in 1935, the brand first drew the inspiration for its anti-slip shoes from the paws of the founder’s pet cocker spaniel. The company invented the first CVO nautical shoe with a unique herringbone-patterned sole based on the grooves in a dog’s paw. Sperry’s shoes remained a niche product for boaters until 1939 when the U.S. Navy negotiated the right to manufacture the shoe for its sailors at the United States Naval Academy. Thereafter, the brand went on to become an American staple and was the official shoe brand of the America’s Cup in the 1980s and 90s. Their timeless shoes transcend boundaries and span generations and genders with a shared commitment to quality, reliability and comfort.

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Media Contact

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

Sharon Cheung
Assistant Manager
Corporate Communications
(852) 2879 6281
SharonCheung@HangLung.com

Photo caption (1)



Amoy Plaza presents the “FUN TO INFINITY” themed program, transforming the mall with a Memphis Design-inspired colorful sports arena this summer.

Photo caption (2)



Amoy Plaza will host an exhibition of Saucony’s latest shoe collection as well as Sperry’s sophisticated leisure footwear.

Photo Caption (3)



Customers spending a specified amount at Amoy Plaza can redeem a variety of exciting gifts such as the “King of Soyabeans TinBot™” or the “Ice Cooling Sports Towel Set.”

Photo Caption (4)



The specially designed “Colored Outdoor Inflatable Sofa” by Amoy Plaza allows customers to enjoy suntan with friends at the beach.

For all high-resolution images, please download from the following link:

<https://bit.ly/2y5M1D8>

Attachment: Event Details

<p>“FUN TO INFINITY” Installation</p>	<p>Date: June 15 to August 31, 2018 Time: 12nn to 9pm Venue: 1/F Atrium, Phase 2, Amoy Plaza</p>
<p>“Ice Cooling Sports Towel Set” Redemption</p>	<p>Date: June 15, 2018 until stocks last Time: 12nn to 10pm Venue: G/F Concierge, Phase 1, Amoy Plaza Redemption method: Spend HK\$800 or more in a maximum of two, same-day receipts from different tenants to redeem one “Ice Cooling Sports Towel Set”.</p>
<p>“King of Soyabeans TinBot™” Redemption</p>	<p>Date: June 29, 2018 until stocks last Time: 12nn to 10pm Venue: G/F Concierge, Phase 1, Amoy Plaza Redemption method: Spend HK\$500 or more in a maximum of two, same-day receipts from different tenants to redeem one “King of Soyabeans TinBot™ ”.</p>
<p>“Colored Outdoor Inflatable Sofa” Redemption</p>	<p>Date: July 13, 2018 until stocks last Time: 12nn to 10pm Venue: G/F Concierge, Phase 1, Amoy Plaza Redemption method: Spend HK\$1,200 or more in two or three, same-day receipts from different tenants to redeem one “Colored Outdoor Inflatable Sofa”.</p>
<p>Freestyle Football Team Performance</p>	<p>Date: June 17 and June 24, 2018 Time: 2pm to 2:30pm (Session 1) 3pm to 3:30pm (Session 2) Venue: Open Pedestrian Mall Details: The freestyle football team will demonstrate a series of difficult moves to fascinate and excite fans of freestyle football.</p>
<p>“Get Up and Run!” Workshop</p>	<p>Date: July 15 to August 26, 2018 (Every Sunday) Time: From 7:30pm Venue: Start from Amoy Plaza How to join: Starting from July 9, by spending HK\$300 or above in a single receipt on a single day, guests can join a selected “Get Up and Run!” workshop. Guests must redeem their workshop tickets at the concierge in advance for participation. Workshop tickets are available on first-come-first-served basis, while seats last.</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.