

## For Immediate Release

### **The Peak Galleria X The Art of Chocolate Take Customers on a Nostalgic Journey**

(Hong Kong, April 10, 2017) This Easter, The Peak Galleria partners with renowned chocolate brand The Art of Chocolate, which has just made its debut in Hong Kong, to create classic Hong Kong scenes and delicacies made out of chocolate. From now through April 23, the corridors on Level 1 and Level 2 of The Peak Galleria will take shoppers into a Classic Chocolate Tunnel showcasing 30 giant hand-made chocolate eggs by The Art of Chocolate depicting classic Hong Kong scenes including the Peak Tram, the night view of Victoria Harbor, and delicious Cantonese dim sum, in a beautiful combination of art and nostalgia.

What's more, The Peak Galleria will join hands with Orbis for the "Chocolate Egg Charity Auction". From now through May 31, customers can bid for the 30 giant chocolate eggs. The minimum bidding price for each chocolate egg is HK\$600. All funds raised will be donated to Orbis to help their childhood blindness projects. Successful bidders will not only receive their beloved giant chocolate egg and do something good for people in need. They will also gain two tickets to the soon-to-open The Art of Chocolate Museum at The Peak Galleria.

During the campaign period, customers can redeem a limited edition set of Easter chocolate egg by spending any amount in a single purchase at The Peak Galleria and collecting eight Easter Egg Stamps hidden around the mall. Shoppers also shouldn't miss our Chocolate Mascot who will greet visitors and give away balloons on designated dates. Please refer to the appendix for more program details.

#### **About The Peak Galleria**

The Peak Galleria, a shopping and dining complex, is a major Hong Kong tourist landmark famous for its Art Deco architecture. The Peak Galleria is dedicated to promoting Hong Kong's unique culture and organizing a wide range of activities. The complex not only features a full array of local specialty stores and restaurants, such as Trick Eye Museum Hong Kong, Hong Kong Trams Station, among others, but also a host of environmentally friendly facilities. Its Observation Deck at Green Terrace on L3 is a must-visit place for shoppers.

Please visit:

The Peak Galleria Website (<http://www.thepeakgalleria.com>)

The Peak Galleria Facebook (<http://www.facebook.com/PeakGalleria>)

The Peak Galleria Instagram (<http://instagram.com/thepeakgalleria>)

\* \* \*

**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):**



Corridors on Level 1 and Level 2 at the Peak Galleria have been transformed into a Classic Chocolate Tunnel, showcasing 30 giant hand-made chocolate eggs depicting classic Hong Kong scenes and delicacies.

**Photo Caption (2):**



Customers can redeem a limited edition Easter chocolate egg by spending any amount in a single purchase at The Peak Galleria and collecting eight Easter Egg Stamps hidden around the mall.

## **Appendix: Program Details**

Classic Chocolate Tunnel	Date: From now till April 23 Time: 10am – 10pm Venue: Corridors, L1 & L2, The Peak Galleria
Easter Egg Hunt	Date: From now till April 23 Time: 10am – 10pm Venue: Corridors, L1 & L2, The Peak Galleria Redemption Venue: Concierge, Ground Floor, The Peak Galleria Redemption Method: Customers can redeem a limited edition Easter chocolate egg by spending any amount in a single purchase at The Peak Galleria and collecting eight Easter Egg Stamps hidden around the mall. Redemption is on a first-come-first-served basis, while stocks last.
Chocolate Egg Charity Auction	Date: From now till May 31 Time: 10am – 10pm How to bid: The minimum bidding price for each chocolate egg is HK\$600. Interested customers can submit their completed forms to the Concierge on the Ground Floor at The Peak Galleria. Each lot will be sold to the bidder who offers the highest price. Each successful bidder can take their beloved giant chocolate egg home, and will also gain two tickets to the soon-to-open The Art of Chocolate Museum. All funds raised will be donated to Orbis to help their childhood blindness projects. Each bidder may bid for more than one chocolate egg. Successful bidders will be notified on June 1.
Mascot Meet and Greet	Date: April 16, 17, 23 Time: 2pm – 3pm Venue: Main Entrance, Ground Floor, The Peak Galleria Details: A Chocolate Mascot will greet customers at The Peak Galleria and give away balloons.
Break the Egg!	Date: April 16, 17, 23 Time: 3pm – 4pm Venue: Level 2, The Peak Galleria Details: A Chocolate Master will break deliciously sweet chocolate eggs and share them with customers.

\* Please refer to other promotional materials at the Concierge on the Ground Floor at The Peak Galleria for detailed terms and conditions.