

For Immediate Release

Amoy Plaza x Green Monday Present “Fruitful Easter”

(Hong Kong, March 8, 2016) Amoy Plaza is thrilled to collaborate with social enterprise Green Monday in organizing the “Fruitful Easter” campaign, to introduce fruit-related health information to the public and encourage them to start a green diet while pursuing a low-carbon lifestyle.

From March 19 to April 4, Green Monday will present two environmentally themed exhibitions “Fruit Encyclopedia” and “Why Green Monday” at Amoy Plaza. These exhibitions not only illustrate the relationship between fruit and the ecosystem, but also elaborate the major causes of global warming and the extreme weather conditions Hong Kong has experienced in recent years. Customers can purchase a variety of organic food and sauces at the pop-up “Easter Fruitful Market”.

During the exhibition period, customers can implement a green lifestyle by joining a series of activities and workshops. Customers who spend HK\$300 or more at Amoy Plaza get to enjoy a free ride on the first-ever “Smoothie Bike” in Hong Kong to make their own smoothie. There’s even more fun in store when customers enroll in a series of fruit-themed environmental workshops in which parents and kids can create their own environmentally-friendly cleaning agent, tie-dye product and personalized Easter fruit art.

What’s more, the “Fruitful Easter” campaign continues with various restaurants in Amoy Plaza offering diversified vegetarian menus, encouraging customers to have a tasty start to their healthy diet. 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.

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>)

About Green Monday

Green Monday is a social startup group that aims to tackle climate change and global food insecurity by making low-carbon and sustainable living simple, viral and actionable. Our platform enables corporations, restaurants, schools and the general public to join efforts in performing our social and environmental responsibilities while our Green Common is Asia's first plant-based grocer with the mission to empower the community with sustainable, innovative, wholesome and responsible food choices. Green Monday is named by *FAST COMPANY* as one of China's Top 50 Most Innovative Companies in 2014

For further information, please visit:

Green Monday website: www.greenmonday.org

Green Monday Facebook: <http://www.facebook.com/GreenMondayHK>

* * *

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 together with Green Monday organizes the first “Fruitful Easter” campaign, introducing fruit-related health information.

Photo Caption 2



Customers who spend HK\$300 or more at Amoy Plaza get to enjoy a free ride on the first-ever Smoothie Bike in Hong Kong to make their own smoothie.

Photo Caption 3



Amoy Plaza offers a wide range of fruit-themed environmental workshops, to enable families to live a truly fruitful, healthy, and environmentally-friendly life.

Appendix: Program Details

<p>“Fruit Encyclopedia” Exhibition</p>	<p>Date: March 19 to April 4, 2016 Time: 11am to 11pm Venue: G/F Atrium, Phase 1, Amoy Plaza Content: The exhibition explains the relationship between fruit color and nutrition, presents seasonal fruits, and related health information. During the exhibition, customers can join the “Create your Own Smoothie” exercise at designated times during weekends to learn more about healthy smoothie formula and stand a chance to win shopping vouchers. Shopping vouchers are available on a first-come-first-served basis, while stocks last.</p>
<p>“Why Green Monday” Exhibition</p>	<p>Date: March 19 to April 4, 2016 Time: 11am to 11pm Venue: G/F Atrium, Phase 1, Amoy Plaza Content: The exhibition elaborates how a green lifestyle can help in reducing carbon emissions, saving water usage and the environmental impact of vegetarianism. The exhibition also highlights the major causes leading to global warming and the extreme weather condition Hong Kong has experienced in recent years.</p>
<p>Easter Fruitful Market</p>	<p>Date: March 19 to April 4, 2016 Time: 12nn to 8pm Venue: G/F Atrium, Phase 1, Amoy Plaza Content: The market showcases a wide range of organic food and sauces including fruit crackers, natural coconut water, organic candy pops and chocolate bars with friendly bacteria.</p>
<p>Green Monday Menu</p>	<p>Date: March 19 to April 30, 2016 Content: Various restaurants at Amoy Plaza present diversified vegetarian menus, encouraging customers to develop the habit of eating “more vegetables and less meat”.</p>
<p>Smoothie Ride</p>	<p>Date: March 19, 20, 25 to 28, April 2 to 4, 2016 Time: 2pm to 4pm Venue: G/F Atrium, Phase 1, Amoy Plaza How to join: Customers can redeem a ticket to join the “Smoothie Ride” once at designated date with a purchase of HK\$300 or above consisting of a maximum of two same-day, machine-printed receipts with the corresponding e-payment counterfoils presented. Daily quotas apply, and availability is on a first-come-first-served basis. <u>Ticket Redemption</u> Date: From March 19, 2016 onwards while stocks last Time: 11am to 9pm Venue: Ground Floor Concierge, Phase 1, Amoy Plaza</p>

<p>Fruit Art Workshop[#]</p>	<p>Date: March 25 to 27, 2016 Time: 4pm to 5:30pm Venue: G/F Atrium, Phase 1, Amoy Plaza How to join: Customers can redeem a ticket to join the “Fruit Art Workshop” once at designated date with a purchase of HK\$300 or above consisting of a maximum of two same-day, machine-printed receipts with the corresponding e-payment counterfoils presented. Participants will create their own tasty “art pieces” by making use of different fruits. Daily quotas apply, and availability is on a first-come-first-served basis. <u>Ticket Redemption</u> Date: March 25 to 27,2016 Time: 11am to 4pm Venue: G/F Concierge, Phase 1, Amoy Plaza</p>
<p>Fruit Enzymes Workshop[#]</p>	<p>Date: March 19, 20 & 28, 2016 Time: 4pm to 5:30pm Venue: G/F Atrium, Phase 1, Amoy Plaza How to join: Customers can redeem a ticket to join the “Fruit Enzymes Workshop” once at designated date with a purchase of HK\$300 or above consisting of a maximum of two same-day, machine-printed receipts with the corresponding e-payment counterfoils presented. The hands-on workshop shows participants how to use fruit peel, recycled plastic bottles and brown sugar to make an environmentally-friendly cleaning agent. Daily quotas apply, and availability is on a first-come-first-served basis. <u>Ticket Redemption</u> Date: March 19, 20 & 28, 2016 Time: 11am to 4pm Venue: G/F Concierge, Phase 1, Amoy Plaza</p>
<p>DIY Tie-dye Workshop[#]</p>	<p>Date: April 2 to 4, 2016 Time: 4pm to 5:30pm Venue: G/F Atrium, Phase 1, Amoy Plaza How to join: Customers can redeem a ticket to join the “DIY Tie-dye Workshop” once at designated date with a purchase of HK\$300 or above consisting of a maximum of two same-day, machine-printed receipts with the corresponding e-payment counterfoils presented. The hands-on workshop teaches shoppers how to make their own tie-dye products by making use of fruit peel, onions, etc. Daily quotas apply, and availability is on a first-come-first-served basis. <u>Ticket Redemption</u> Date: April 2 to 4, 2016 Time: 11am to 4pm Venue: G/F Concierge, Phase 1, Amoy Plaza</p>

Easter Dancing Fruits	Date: March 25, 2016 Time: 1pm to 2pm Venue: G/F Atrium, Phase 1, Amoy Plaza Content: Kids from SDM Jazz & Ballet Academie dress up in different fruit costumes will deliver a joyful dance performance to celebrate the Fruitful Easter.
-----------------------	--

All workshops are only suitable for kids aged 3 or above. Kids below 12 should be accompanied by one adult.

* Programs are subject to change without prior notice.

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