

## For Immediate Release

### Amoy Plaza Presents “Joy of Lights” Snowy Christmas

(Hong Kong, November 9, 2016) Amoy Plaza is promising an illuminating Christmas celebration with its “Joy of Lights” Snowy Christmas featuring a Christmas village with two secret dwellings belonging to none other than Santa Claus! The “Neon Christmas House” and the “Let it Snow! Gallery” will offer visitors an extraordinary taste of the season of joy and light, with other fun-filled programs including interactive games, limited-edition gifts, and family workshops sure to bring mirth and merriment to children and adults alike.

From November 10, 2016 to January 2, 2017, visitors will be able to see the lavishly decorated “Neon Christmas House” which gives them the opportunity to explore the life of Santa Claus and his shiny villa. The “Let it Snow! Gallery”, capable of detecting approaching visitors, will rain down snowflakes as guests arrive and make dreams of a white Christmas come true. Visitors can also take part in the popular Buzz Wire game to give their eyes and minds a little thrilling challenge as well as to stand a chance to win fantastic festive presents.

Upon spending of HK\$500 or above at Amoy Plaza with a maximum of three machine-printed receipts from different shops dated the same day, customers will have the opportunity to redeem a limited-edition Joy of Lights Desk Calendar or a specially designed glass light bulb bottle. With spending of HK\$200 or above in a single same-day receipt, customers will be entitled to participate in a family workshop to learn how to make 3D Christmas house or a unique Christmas ornament with LEDs.

On Christmas Day, Amoy Plaza will invite the well-known Asian handbell performing group, Double Mallet Ringers, and the famous local *a cappella* group, Republic-A, to chime-in the Christmas celebrations with carols and festive tunes. Everybody’s favorite, Santa Claus, will be making an appearance on designated days to share glad greetings, gifts, and glee with all! 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 40 restaurants serving local and international cuisines, the mall offers a full selection of lifestyle experiences for nearby office workers and residents of Amoy Gardens.

### **About Double Mallet Ringers**

Double Mallet Ringers, established in 2003, is a registered non-profit-making organization in Hong Kong and active throughout Asia. The Group is dedicated to promoting handbell music, and is well known for its diverse repertoire and passionate performances. In addition to local concerts, the group also participates in international conferences and performances, such as the International Handbell Symposium in Brisbane (2006), Orlando (2008) and Osaka (2010). They also play with other ringers around the world for joint performances.

### **About Republic-A**

Republic-A actively collaborates with different musicians and artists. In December 2015, Republic-A worked with the award-winning Hong Kong music producer, Day Tai, to arrange and record the *a cappella* version of the theme music of the movie "She Remembers, He Forgets" which aired in multiple radio stations and is available on various music platforms. In March 2016, the group performed with local pop-duo "Sis Lok's", and together published a *a cappella* music video available on YouTube. Republic-A has also been engaged by various mass media outlets - it was invited by Apple Daily to record a short video and was interviewed by a music program of DBC Radio HK "Sing Out the Real Me".

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>)

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**Photo Caption (1)**



Guests can experience spectacular seasonal scene at the "Neon Christmas House" at Amoy Plaza this Christmas.

**Photo Caption (2)**



The Buzz Wire game will challenge the eyes and minds of eager visitors to Amoy Plaza. Click "like" at the Amoy Plaza Facebook fan page and Instagram account to enjoy one free game and stand a chance to win fabulous prizes!

**Photo Caption (3)**



Customers will be entitled to participate in one family workshop to learn how to make a 3D Christmas house or a unique Christmas ornament with LEDs upon a single purchase of HK\$200 or above at Amoy Plaza.

**Photo Caption (4)**



Take home a limited-edition Joy of Lights Desk Calendar or a glass light bulb bottle upon spending HK\$500 or above on designated days at Amoy Plaza.

**Appendix: Program Details**

<p>“Joy of Lights” Snowy Christmas</p>	<p>Date: November 10, 2016 to January 2, 2017 Time: 11:00am to 11:00pm Venue: 1/F Atrium, Phase 2, Amoy Plaza Contents: Visit the lavishly decorated “Neon Christmas House” to explore the life of Santa Claus, and take loads of pictures in front of his shiny villa.</p>
<p>Buzz Wire Game</p>	<p>Date: November 12, 2016 to January 1, 2017 (Every Saturday, Sunday and public holiday) Time: 12:00nn to 8:00pm Venue: 1/F Atrium, Phase 2, Amoy Plaza Contents: Click “LIKE” at the Facebook and Instagram of Amoy Plaza to enjoy one free game. Finish the wired route with handheld connector without bumping into the frame to win prizes!</p>
<p>Redemption of Limited Edition Joy of Lights Glass Light Bulb Bottles and Desk Calendars</p>	<p><u>Redemption of Joy of Lights Glass Light Bulb Bottles</u> Date: November 10, 2016 until stock lasts Time: 11:00am to 9:00pm Venue: Concierge, G/F, Phase 1, Amoy Plaza Contents: Upon spending of HK\$500 or above at Amoy Plaza with a maximum of three machine-printed receipts from different shops dated the same day, customers will have the opportunity to redeem a limited-edition Joy of Lights glass light bulb bottle. The redemption is on a first-come-first-served basis while stocks last.</p> <p><u>Redemption of Joy of Lights Desk Calendars</u> Date: November 25, 2016 until stock lasts Time: 11:00am to 9:00pm Venue: Concierge, G/F, Phase 1, Amoy Plaza Contents: Upon spending of HK\$500 or above at Amoy Plaza with a maximum of three machine-printed receipts from different shops dated the same day, customers will</p>

	<p>have the opportunity to redeem a limited-edition Joy of Lights Desk Calendar. The redemption is on a first-come-first-served basis while stocks last.</p>
<p>Christmas Family Workshops</p>	<p>Date: November 19, 20, 26, 27, 2016  December 3, 4, 17, 18, 24, 26, 27, 31, 2016  Time: 3:00pm to 4:00pm (3D Christmas house workshop )  4:00pm to 5:00pm (Christmas ornament workshop )  Venue: 1/F Atrium, Phase 2, Amoy Plaza  Contents: With spending of HK\$200 or above in a single same-day receipt, customers will be entitled to participate in one family workshop to learn how to make a 3D Christmas house or a unique Christmas ornament with LEDs. Workshop tickets shall be redeemed at the concierge in advance. Seats are limited and are offered on first-come-first-served basis.</p> <p><u>Redemption of Family Workshop Tickets</u>  Date: November 10, 2016 until stock lasts  Time: 11:00am to 9:00pm  Venue: Concierge, G/F, Phase 1, Amoy Plaza</p>
<p>Christmas Melodies</p>	<p>Date: December 25, 2016 (Sunday)  Time: 3:00pm to 4:00pm  Venue: 1/F Atrium, Phase 2, Amoy Plaza  Contents: Well-known Asian handbell performance group “Double Mallet Ringers” and famous local <i>a cappella</i> group “Republic-A” will entertain visitors with a series of Christmas melodies at Amoy Plaza.</p>
<p>Santa Claus Meet and Greet</p>	<p>Date: December 17 (Saturday) and 18 (Sunday), 2016  December 24 (Saturday) and 25 (Sunday), 2016  Time: 3:00pm to 5:00pm  Venue: 1/F Atrium, Phase 2 and Open Pedestrian Areas, Amoy Plaza  Contents: Santa Claus will be sharing presents and joyful</p>

	greetings with visitors at Amoy Plaza.
Christmas Carols	Date: December 17, 18, 23, 24, 25, 2016 Time: Designated time slots Venue: 1/F Atrium, Phase 2 and Open Pedestrian Areas, Amoy Plaza

- \* For detailed terms and conditions of redemption, please refer to the promotional materials at the redemption counter.
- \* Programs are subject to change without prior notice.
- \* For more details of programs, please refer to in-mall posters or contact the concierge.