

HA shopping centres to hold promotion activities to welcome Year of Dragon and encourage local consumption (with photos)

The following is issued on behalf of the Hong Kong Housing Authority:

To welcome the Year of the Dragon and be in complement of the Government's Day and Night Vibes campaign and encouragement of local consumption, the Hong Kong Housing Authority (HA) has put up festive New Year decorations and arranged a series of celebratory events for shoppers to enjoy and help boost the economy.

"The HA strives to provide a variety of programmes in its shopping centres to enhance the shopping ambience and increase patronage. For the coming Lunar New Year, there will be celebratory events in a number of our shopping malls. At the HA's regional shopping centre, Domain, in Yau Tong, we have put up festive decorations under the theme of "Blossoming Love" and have organised a series of festive events and programmes to encourage local spending and provide a joyful shopping experience so that customers may shop and at the same time enjoy the various exciting events or programmes," a spokesman for the HA said today (February 2).

At Domain, there are plenty of festive decorations featuring blooming blossoms and their reflections in mirrors. Highlights include a 5-metre-long blossom mirror walk and a 4m-tall real peach tree with blossoms at the G/F atrium, symbolising prosperity for the new year. In addition, there are decorations of floral lucky draw sticks, floral charms of fortune and blooming blossoms offering visitors, their friends and family members photo-shooting spots.

To encourage local spending and enhance patronage, Domain will hold a Lunar New Year Fair at its open plaza from February 3 to 9. There will be about a dozen stalls including some run by primary and secondary school students in the neighbourhood. In addition, on every Saturday, Sunday and public holiday from February 3 to 25, Domain will launch the Super Lucky Day's Instant Draw. Customers who have completed their membership registration via the Domain Club mobile application may participate in the scratch card reward activity subject to spending requirements, and participants may have a chance to win cash coupons from Domain or the shops in Domain. During the same period, other fantastic programmes will include parades of the God of Wealth, Valentine's Day promotions, lion dances, game booths and festive workshops, etc.

In addition, Domain will launch a special shopping reward programme, the Being's Well bonus points reward from February 7 to 18. Domain Club members

may earn bonus points at designated time slots upon spending, and may redeem e-coupons or selected gifts with points. Details are available on the website of Domain and the Domain Club mobile application.

To boost local spending and to provide a free platform for youngsters to show their talent, the HA has organised the "Dream On Stage" competition for young people, with the preliminary rounds to be held at Wah Fu Shopping Centre, Queens Hill Shopping Centre and Ching Long Estate Podium Landscape Courtyard on February 3, 4, and 13 respectively. Finalists will participate in the "Dream On Stage" final competition to be held at Domain on February 17 to win attractive prizes.

As for the HA's other shopping centres, there will be parades of the God of Wealth and lion dance performances on February 17 and 18 as follows:

February 17 (Saturday)

- Kai Chuen Shopping Centre
- Ching Long Shopping Centre
- Kwai Chung Shopping Centre
- Lei Muk Shue Shopping Centre
- Choi Tak Shopping Centre
- Ping Shek Estate
- Shek Kip Mei Estate Phase 6 Retail Facilities
- Hoi Lai Shopping Centre
- Lai Tsui Shopping Centre
- So Uk Shopping Centre

February 18 (Sunday)

- Shui Chuen 0 Plaza
- Mei Tin Shopping Centre
- Queens Hill Shopping Centre
- Shek Mun Shopping Centre
- Pok Hong Shopping Centre
- Yau Lai Shopping Centre
- Wo Tin Shopping Centre
- Yan Tin Shopping Centre
- On Tat Shopping Centre
- Nam Shan Shopping Centre

Furthermore, there will be "Extra Lucky Day" at HA shopping centres on February 3, 4, 17 and 18 from 4pm to 8pm. Shoppers may have a chance to redeem a surprise gift subject to spending requirements with quotas on a first-come, first-served basis. Details are as follows:

February 3-4 (Saturday and Sunday)

- Ching Long Shopping Centre
- Choi Tak Shopping Centre
- Mei Tin Shopping Centre

- Lei Muk Shue Shopping Centre
- Kwai Chung Shopping Centre
- Nam Shan Shopping Centre
- On Tat Shopping Centre
- Kai Chuen Shopping Centre
- Shek Mun Shopping Centre
- Shui Chuen 0 Plaza

February 17-18 (Saturday and Sunday)

- Hoi Lai Shopping Centre
- Lai Tsui Shopping Centre
- Yau Lai Shopping Centre
- So Uk Shopping Centre
- Queens Hill Shopping Centre
- Wo Tin Shopping Centre
- Yan Tin Shopping Centre
- Pok Hong Shopping Centre
- Ping Shek Estate
- Shek Kip Mei Estate Phase 6 Retail Facilities

On Valentine's Day, chocolates will be given out for free as gifts in the evening from 4pm to 8pm at all of the above-mentioned shopping centres while stocks last.

To encourage visits to the HA's shopping centres, free parking will be provided to Domain Club members subject to specified spending requirements at Domain and Yau Lai Shopping Centre. For details, please refer to the notices at the shopping centres and on the Domain website.



