



For Immediate Release

**Enchanting the Sky of Macau
Celebrating 10 years of extraordinary adventures!**

(15 December, 2011- Macau) Macau and its proud landmark have grown together hand-in-hand over the past decade. Marking the momentous occasion of the latter's 10th anniversary, Macau Tower has in place a series of exciting events to celebrate with friends from its hometown and abroad. Today, the Honorable Dr. Chui Sai On, Chief Executive of Macau SAR, graced the kick-off ceremony with his respectable presence.

Since its opening, Macau Tower dedicated itself to enriching the social and economic fabrics of this city, putting together a diverse range of leisure, business and cultural events to create a distinctive Macau experience to all visitors. Last year, the 12th 5-Year National Development Plan positioned Macau as an international travel and leisure centre, at the same time, Macau SAR government is actively promoting diversification in its economic offerings. In support of these objectives, Macau Tower is ready to bring on a full spectrum of new top notch attractions and excitement. Following the former successes of the world's highest bungee jump and cross-regional forums and expos, Macau Tower will continue to play the role of a forerunner in innovation and set new standards for the industry.

Today, Chief Executive of Macau SAR Dr. Chui Sai On and Chairman of Macau Tower Convention and Entertainment Centre, Ms. Pansy Ho, together officiated at the kick-off ceremony of a series of 10th Anniversary celebration events. Ms. Ho expressed, "As the highest point of Macau, the Tower has borne witness to the evolution of this city. Over the past decade, we have proactively supported the development direction of the SAR, adding colors to the sky of Macau with our travel, leisure, MICE and cultural elements, consistently reinventing ourselves to bring forth novelty and excitement to the tourism landscape. Looking ahead, we will continue to expand our product diversity, presenting the different enchanting facets of Macau to visitors, and contribute to solidifying Macau as an international travel and leisure hub." Following her remark, the honorable Dr. Chui Sai On joined her to officiate at a cake-cutting ceremony, beckoning good fortune for Macau Tower in its future endeavors.

In order that more citizens can celebrate the joyous occasion with Macau Tower, it will be offering an unprecedented month-long discount to its observation levels from December 20 to



January 20. Over this period, Macau ID cardholders and overseas work permit holders* can purchase admissions to the observation levels at MOP10 upon any spending at Macau Tower, so that everyone can appreciate the vibrant cityscape and the fruitful hard work of the city from the best vantage point.

Next up, Macau Tower will be hosting the “Crazy Bungy Battle Royale” on December 18, 2011 (this Sunday), bringing together 20 participants to dress in their most outrageous outfits and contend for the title “King of Crazy Bungy”. In addition, a Bungy Carnival will be opened to the public which will take place concurrently with street dance performances and creative workshops for kids.

On December 19, 2011 (Monday) 6:00pm, Macau Tower will be lit with a 3 minute pyrotechnic show. The best viewing locations include Penha Hill and the lakeside promenade next to One Central Shopping Mall. A cocktail will be hosted by Macau Tower that same evening to celebrate with friendly partners and associates, and awards will be presented to winners of the souvenir design contest held earlier.

Furthermore, for the Christmas season, Macau Tower will be bringing to town the Christmas Winterland, where Bubble Master, Balloon Wizard and Bunny Magician are ready to greet visitors, and friends of all ages will return home with a smile from the “Roll Your Lucky 10” and ‘Kid’s Magic Workshop’.

This December, all things magical are waiting here at Macau Tower!

*Identity cards must be presented upon purchase of admission tickets

For official photos and more information on the events above, please contact:

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