
For Immediate Release

Enchanting the Sky of Macau Pyrotechnic Show Celebrating 10th Anniversary



(19th December, 2011 – Macau) Over the years, Macau Tower has created countless great memories with locals and visitors alike. Stepping into its 10th anniversary, Tower presented tonight yet another memorable moment – A pyrotechnic show around the pod of the Tower paying tribute to the support of the city, its special way of saying Thank You to everyone throughout the past 10 years.

Since its opening, Macau Tower has been growing with its hometown hand-in-hand. As the highest point of Macau, the Tower has borne witness to the evolution of this city, and has 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 itself to bring forth novelty and excitement to the tourism landscape. Looking ahead, Macau Tower will continue to expand its product diversity, presenting the different enchanting facets of Macau to visitors, and contribute to solidifying Macau as an international travel and leisure hub in accordance with the 12th 5-Year National Plan.

The pyrotechnic show tonight attracted a large audience from Penha Hill and the lakeside promenade at One Central. Under the theme of “Lotus”, the tower base

formed the flower stalk, and the pod became the receptacle. Pyrotechnics drizzled to create the impression of lotus petals, signifying the vibrancy and glamour of Macau.

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.



Moreover, to share the pleasure of 10th anniversary, Macau Tower held a cocktail party with its partners today and presented awards to the winners of a Souvenir Design Competition. The competition began in August. All Macau citizens were invited to show their creativity by designing a souvenir under the theme of “Macau Tower”. Finally, 10 outstanding items were elected (see table below). Every winning item has gained its designer MOP5,000, a certificate, and 7% of the sale revenue generated by the design in the first 12 months.

Moreover, to share the pleasure of 10th anniversary, Macau Tower held a cocktail party with its partners today and presented awards to the winners of a Souvenir Design Competition. The competition began in August. All Macau citizens were invited to show their creativity by designing a souvenir under the theme of “Macau Tower”. Finally, 10 outstanding items

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”.

*Identity cards must be presented upon purchase of admission tickets

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

Shun Tak Holdings Limited

Corporate Communications Department

Michelle Chow Senior Executive Tel: (852) 2859 3187/ (853) 6646 2094

Franky Chan Senior Executive Tel: (852) 2859 3403/ (853) 6228 4016