

---

For immediate release

## Shine a Light on Autism Macau Tower Turns Blue

【 April 2, 2012— Macau 】 Today is the “World Autism Awareness Day” (WAAD). Macau Tower glowed in blue light at 6:45pm, kicking off its 3-day initiative of Light It Up Blue in support of raising awareness for autism. The Tower did not simply go blue together with other renowned landmarks in the world; its staff also participated by dressing in blue to help spread the message. As part of the kick-off program, the Tower has invited 15 Special Olympics athletes and their families for a tea gathering to join us in the meaningful initiative.



Initiated by “Autism Speaks”, an autism concerning non-profit organization, the “Light It Up Blue” event aims at raising care and understanding for autism through recruiting the participation of iconic landmarks around the world. On 2 April, “World Autism Awareness Day” as declared by the United Nation, world’s most renowned buildings, towers and landmarks are lit blue to demonstrate support and “shine a light” on autism. The initiative also celebrates the unique talents possessed by children with autism. “Light It Up Blue” has received worldwide support since it first started 3 years ago; participating landmarks include the Empire State Building in New York, Christ the Redeemer in Rio de Janeiro, Canton Tower in Guangzhou and many more.



At 6:45pm today’s evening, jets of blue light started projecting onto the exterior of the Tower. Many locals and tourists joined the event to lend their care and support. Earlier on, 25 staff of Macau Tower

has performed SkyWalk in blue T-shirts, expressing their wish for people with autism to face their challenge with courage and to create a bright future for themselves as well as the society with their gifted talents.



---

**Media Enquiry:**

**Corporate Communications, Shun Tak Holdings Ltd.**

Ms. Michelle Chow    Senior Executive    TEL: (852) 2859 3187 / (853) 6646 2094

Mr. Franky Chan    Senior Executive    TEL: (852) 2859 3403 / (853) 6228 4016