
For Immediate Release

Showdown of the “Top” Creative Heads Macau Tower Souvenir Design Contest

(June 30, 2011 - Macau) In celebration of its forthcoming 10th Anniversary, Macau Tower, an ardent supporter of local art and culture, launched today a souvenir design contest as a platform for the locals to showcase their creativity and many impressive facets of the Tower. The top 10 designs will be mass produced into merchandises.

Over the past decade, Macau Tower has been recognized as one of the most popular tourists spots in Macau and notched up a number of awards by housing advanced MICE and hospitality facilities, distinguished gourmets outlets and unique adventurous activities all under one roof. Dubbed as one of the prominent venues for international and world class events in the region, the Tower has also been actively promoting local art and culture through bringing upon many cultural exchange events in the past, which consistently garnered supports and favorable responses from the Cultural Affairs Bureau, scholars and artists. Through its unique role, Macau Tower strives to complement the direction under the National 12th Five-Year Plan and the policy address of Macau SAR Government to promote the creative industries' development and drive a pluralistic economic development of Macau.

The panel of judges for the contest includes Representative from Department for the Promotion of Cultural and Creative Industries, Cultural Affairs Bureau, Dr. Toby Chan, Founding Chairman of Asian Licensing Association, Dr. Stephen Chung, Associate Professor of Higher School of Art, Macau Polytechnic Institute, Ms. Almond Chan, Founder of Meow Space and Mr. Vincent Tung, Senior Associate Director – Group Marketing Department, Shun Tak Holdings Limited. Mr. Tung was joined with Dr. Chan, Dr. Chung and Almond to launch the contest today.

“Macau Tower is a window through which we can showcase the enclave's strength and uniqueness internationally. As Macau evolves into a world class leisure and travel centre, we need to create souvenirs that reflect the multi-facet charisma of this city. As such, we are taking advantage of Macau Tower's landmark status to organize this contest in order to give local talents a platform to express their creativity, as well as sustain long term growth of the design industry in Macau,” remarked Mr. Tung in his welcome speech. During the event, attendees also learnt about how the made-in-HK cartoon piggies, McMug and McDull rose to fame under Dr. Chan as well as many interesting design tips shared by Almond.

Entries for the design contest must convey the theme ‘Macau Tower 10th Anniversary’ in a creative and aesthetic way. It must also take into consideration market demand and cost effectiveness. 10 winning designers will each receive MOP\$5,000 cash prizes and trophies, plus 7% of first 12 months of revenue as incentive bonus. Only Macau ID card holders will be considered eligible to the contest. From now till 30 Aug, 2011, design document can be submitted along with a completed application form via email, post or in-person. For more information of the contest, related terms and conditions, please refer to the program leaflet or Macau Tower website <http://www.macautower.com.mo>

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(END)

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