



Immediate Release

“Crazy Bungy Battle” wins the Award of Excellence in Innovation Citizens Vote for their Favorite Bungy Costume

(16th December, 2012 – Macau) To celebrate the 6th anniversary of Bungy Jump at Macau, Macau Tower proudly presented the 2nd “**Crazy Bungy Battle**”, gathered more than 30 participants contending for the “Most Outstanding Bungy Award”. Citizens can also vote for their “Favorite Bungy Costume” on AJ Hackett Macau Tower Facebook fan page and win fabulous prizes! The innovative bungy battle brought not only excitement to participants and citizens, but also the Award of Excellence in Innovation Promotional to Macau Tower; the award has proved the unrivaled creativity of all bungy lovers and the marketing team.

Joining hands with AJ Hackett, Macau Tower has brought about the “Guinness World Records Highest Commercial Bungy Jump” and a series of adventure activities since 2006, offering a more diversified entertainment experience in Macau. These activities have been well-received amongst locals and visitors from around the globe. “Crazy Bungy Battle” has been a huge success last year, making Macau Tower stand out among 37 towers across 20 countries and win the **Award of Excellence in Innovation Promotional** from World Federation of Great Towers. The award symbolized the effort of all bungy lovers and the Macau Tower team. This year, the event returns in fame to give another opportunity to more bungy-lovers who crave for a taste of the extreme thrill.

This year, “Crazy Bungy Battle” kicked off at 10:30am by AJ Hackett Macau Tower team, who marked the momentous beginning with the world-popular “Gangnam Style” dance performance on the Tower’s outer-rim of 223m above ground, bringing the atmosphere to a new level. Following this, Crazy Bungy Battlers dressed in outrageous outfits such as 007, samurai and Spiderman made their grand debut with fans and judges. One of the judges, Mr. Rutger Verschuren, the Chief Operating Officer, of Hospitality Division of Shun Tak Holdings (Macau) Limited, expressed his admiration to the creativity and innovative styles of the battlers, “Their brave spirit is something that I admire and I hope they will bring to life the spirit of optimism in the hearts of the people around them”. On behalf of Macau Tower, Mr. Verschuren then presented a cheque of MOP 50,000 to Macau Red Cross to embody the spirit of love and care of Bungy, spreading the joy to the people in need.

After the cheque presentation, AJ Hackett Macau Tower team surged the thrilling ambience with the passions of African drumming performance and crossing over with Bungy jump - one of the drummers jumped off the Tower with the drum to signal the start of the battle! Crazy Bungy Battlers performed one after another to compete for being the “King of Crazy Bungy”

winner and runner-ups. Crowds of local and foreign fans watched the eye-popping battle and cheered to support the battlers on T61 observatory deck and the outdoor plaza. AJ Hackett Macau Tower team interludes difficult and sensational Bungy jumps, including Bike Jump and Flips Jump, to create a unforgettable memory for audience.

After an intense competition, winner and runner-ups were selected and the battle went on to the next stage - voting of “Favourite Bungy Costume Award”. From 24 December 2012 to 24 January 2013, fans can log on to AJ Hackett Macau Tower Facebook page and vote your favourite style of Bungy costume. The Battler who received the highest number of votes will win AJ Hackett Macau Tower cash coupons worth MOP 1,000. Three voters will also stand a chance to win AJ Hackett Macau Tower cash coupons worth MOP 500.







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