



**For immediate release**

## **Ascension for Heavenly Fortune in the Year of Horse Macau Tower Held Charity Walk 2014**

( 2<sup>nd</sup> February, 2014 - Macau ) Macau Tower held its annual CNY celebrating event “Charity Walk” on Chor 3 (the 3<sup>rd</sup> day of CNY). As an analog of good fortune and ascension in Year of Horse, the Tower opened its stairs to public for climbing to the observation deck, attracting over 1,000 citizens to join the festive event.

The event began at 10:30am. Mr. Chum Pak Tak, Vice President of Directive Council, Macau Red Cross, Mr. Rutger Verschuren, Chief Operating Officer of Hospitality Division, Shun Tak Holdings (Macau) Ltd. and Mr. Henrique Ferreira, Assistant Executive, AJ Hackett Macau Tower presided over the kickoff ceremony. Mr. Verschuren expressed his thankfulness for participants’ support on behalf of Macau Tower, he also wished everyone a prosperous year ahead. In celebration of the Horse Year, Macau Tower specially arranged the presence of two ponies, Banjo and Bebe in the kickoff to cheer for the participants. Together with the Golden Horse and God of Fortune, the officiating guests fired the confetti, and all participants leaped off the race to the observation deck with high spirits.

Following past practice, the event was divided into 2 courses for participants’ selection. The full-course “Strike it Rich” required participants to reach level 61 from ground level while the half-course “Shortcut to Riches” allowed participants to start at Level 38. The full-course participants were further categorized into Men, Women and Teenagers. The top 3 runners of each group were awarded Lucky Pony dolls and AJ Hackett Macau Tower cash coupons; while other participants have received lucky gift sets.

Upon completion of the Tower walk, many citizens went to Outdoor Plaza for a chance to feed the lucky ponies Banjo and Bebe as well as to take photos with them. The ponies will be meeting visitors from 12noon to 4pm on Feb 3 and Feb 4; everyone are more than welcome to visit them and get some good fortune.

During Tower walk, Macau Tower has placed donation boxes across the premise and at the Outdoor Plaza for the purpose of fund raising for Macau Red Cross. Many participants demonstrated their generosity and gave their seasonal blessings to people in need.

Ever since the first Charity Walk in 2009, the annual event had been well received and become one of the CNY celebration event in town. Many participants found the event a



good opportunity to excise and gather with their families and friends. The event this year continues to enjoy the support of IACM, Macau Red Cross, Macau Coca Cola as well as AJ Hackett Macau Tower; their supports are of fundamental importance in making this annual event possible.

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Should you need further information relating to Macau Tower, or official photos of the event, please visit Macau Tower website [www.macautower.com.mo](http://www.macautower.com.mo), or contact:

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