



For Immediate Release

**Reach Atop to Celebrate the Year of Rooster
Macau Tower Charity Walk 2017**

(30 January 2017, Macau) Macau Tower's Chinese New Year tradition, the Charity Walk, was held today (the third day of CNY) as it opened its stairs for all to climb to the Observation Deck for free. While kicking start the New Year in a healthy way, the activity also bade good fortune and economic vitality in the Year of Rooster.

Launched in 2009, Macau Tower Charity Walk has become a yearly CNY attraction to both locals and tourists. The Walk was kick-started at 10:30a.m. today by officiating guests Mr. Francis Lam, Executive Manager of Macau Tower, Mr. Chum Pak Tak, Vice President of Directive Council of Macau Red Cross, Ms. Ronnie Baleros, Director of Operations of Macau Tower, Mr. Henrique Ferreira, Assistant Executive Manager of AJ Hackett Macau Tower, together with the Auspicious Chicken and God of Fortune. As the door opened by the God of Fortune, geared participants sprinted to the stairs and ran for a lucky year ahead.

Same as previous years, the Charity Walk offered the "Strike it Rich" full course in the morning and the "Shortcut to Riches" half course in the afternoon. Participants of the former have taken the challenge of 1,298 steps from ground level to the Adventure Deck on level 61, while those opting for the shortcut started from level 38. With the generous support from AJ Hackett Macau Tower, Macau Coca Cola, Macau Flying Eagle Association and Macau Red Cross, the event was completed with good spirit by a high turnout of over 2,500 participants, who received the lucky gift packs after completing the race.

Macau Tower also took the opportunity for the public to show care for the needy during the festive season, donation boxes were placed at various spots at the Tower to raise funds for Macau Red Cross. The move was well-received and supported by many participants and visitors.

In addition, Macau Tower has recently launched the "Knots of Sky High Wishes"; visitors are welcome to pen down their hopes and aspirations on a set of ruyi knots available in 7 vibrant colors and hang them to the highest point of Macau for a fruitful and rewarding year ahead! During the Chinese New Year, locals and tourists can also take part in a series of games and lucky draw including the "Golden Eggs for Prosperity" game and "15th Anniversary Tower Trivia Challenge" to receive special gifts and discounts to ring in a prosperous New Year.

- End -

For further information about Macau Tower, please visit Macau Tower website www.macautower.com.mo, or contact:

Corporate Communications, Shun Tak Holdings Limited:

Venus Yu	venusyu@shuntakgroup.com	(853) 6228 4016
Janice Lam	janicelam@shuntakgroup.com	(853) 6228 4038