
For Immediate Release

Triple Luck, Triple Fun! Taking the High Route to Fortune Macau Tower Charity Walk 2011

(5 Feb, 2011 – Macau) Macau Tower carries forward its unique Chinese New Year Celebration for three years in a row with the third Charity Walk 2011 on the 3rd day of the Year of the Rabbit. As the public ascended the Tower, an embodiment of the free high route to fortune today, the Chinese blessing of ‘rise with every step’ was materialized.

Since its launch in 2009, Macau Tower Charity Walk has established itself as Macau’s Chinese New Year tradition on this particular ‘no-visit’ day. The Walk features sport, festival celebration and charity. It gives the public a chance of a timely workout at the start of the year while promoting the essence of corporate social responsibility and acting on helping the needy.

Sponsors for today’s event include Choi Heong Yuen Bakery, Macau Coca-Cola Beverage Co. Ltd, the Macao Water Supply Company Ltd and AJ Hackett Macau Tower. The Provisional Municipal Council of Macau, Macau Red Cross and Macau Flying Eagle Association have given staunch support to make the event meaningful.

The charity walk was officiated at 10:30 this morning by Macau Tower’s representative – Ms. Amy Wong, Sales and Marketing Manager of Choi Heong Yuen Bakery, Mr. Rutger Verschuren, Chief Operating Officer of Hospitality Division at Shun Tak Holdings (Macau) Limited and Ms. Elsa Law, Administration Manager of AJ Hackett Macau Tower. Under the lead of the Lucky Bunny and the God of Wealth, participants of all ages streamed through the starting point as swift as hares. Up to 1,500 participants were recorded today.

The charity walk comprises a daylong full-course *Strike it Rich* tower climb covering the ground floor to the observation deck on floor 61, and the afternoon half-course climb, *Shortcut to Riches*, starting from 38/F to the top. The first 3 men, 3 women and 3 teenagers to complete the full-course tower climb were each awarded a Tower Fortune Bunny and a free Skywalk X to top the luck with an extra round of lucky turn. Every participant received a bulging gift pack containing a fortune bunny figure, Choi Heong Yuen Bakery traditional festive snacks, Bonaqua mineralized drink, Macao Water recycle bag, and Macau Tower fortune couplets.

Tower climbers eagerly chipped in for Macau Red Cross, which had its donation boxes placed at the start and end points of the fortune climb. The event concluded with blessings given action bringing riches to all.

(End)

Should you need further information relating to Macau Tower, or official photos of the event, please contact:

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