
For Immediate Release

**Ascend to New Heights in the Year of Ram
Macau Tower Charity Walk 2015**

(21 February 2015-Macau) Macau Tower held the Charity Walk 2015 today to carry forward its unique Chinese New Year celebration, opening its stairs on the third day of Lunar New Year for the public to climb to the Observation deck for free. In the spirit of "reaching for new heights", the stair-climbing race wishes to ring in a year of good fortune, economic prosperity and social harmony for Macau.

Since its launch in 2009, Macau Tower Charity Walk has been well-received and has become a regular engagement that combines wholesome fun with meaningful cause for locals and tourists alike during Chinese New Year. The event was officially kickstarted at 10:30 this morning by 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, with the special appearance of the Auspicious Goat and God of Fortune. As the door was opened by the God of Fortune, participants of all ages briskly climbed the stairs and charged forth to a lucky year ahead.

As in past years, the event was divided into two sessions for contestants to choose their own starting point. The daylong full-course "Strike it Rich" began in the morning, requiring participants to run up 1,298 steps from ground level to the Observation deck at level 61; while the half-course took place in the afternoon, allowing participants to take the elevator and start climbing from level 38. This year's event was concluded in happy tunes with a high turnout of over 1,000 participants. All contestants received a gift pack which included a Bonaqua mineral water, Macau Tower fortune couplets and Golden Ram plush toy to signify fruitful returns at the start of the Year of the Ram. Macau Tower Charity Walk 2015 is made possible with the generous support from IACM, Macau Coca Cola, AJ Hackett Macau Tower, Macau Flying Eagle Association and Macau Red Cross.

To carry on the Tower's philanthropic spirit in this festive time of the year, a number of donation boxes were placed inside the Tower and at the Outdoor Plaza to raise funds for Macau Red Cross.

Macau Tower also launched a series of shopping offers and lucky draw promotions from the first to eleventh day of Chinese New Year as part of the celebration marathon. These include the “Wheel of Fortune” and “Macau Tower Happy-Goat-Lucky Daily Draw” in which visitors stand a chance to win a number of surprising prizes to kickstart a year filled with good fortune!

(End)

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

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