



**For Immediate Release**

**Reach New Heights to Celebrate the Year of Dog  
Macau Tower Charity Walk 2018**

(18 February 2018, Macau) Following its Chinese New Year tradition, Macau Tower held the Charity Walk today on the third day of CNY, opening its stairs for the public to climb to the Observation Deck for free. While ringing in the New Year in a healthy way, the event also symbolizes a fresh start and hope for social prosperity and economic vitality in the Year of the Dog.

Since its launch in 2009, Macau Tower Charity Walk has been popularly received and become an annual CNY attraction with meaningful cause to both locals and tourists. Every year, the fun-filled sports event sees a high turnout of participants from different generations. The Walk officially kicked off at 10:30a.m. today, officiated by Ms. Ronnie Baleros, Director of Operations of Macau Tower, Mr. Chum Pak Tak, Vice President of Directive Council of Macau Red Cross and Ms. Elsa Law, Director of Sales of AJ Hackett Macau Tower. Participants geared up with enthusiasm at the starting point dashed off to the stairs and ran for a bright year ahead as soon as the God of Fortune opened the door.

As in 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 fun-filled event was enthusiastically attended by people of all ages with a high turnout of over 1,000 participants. Lucky gift packs were given to participants who completed the race in appreciation of their good spirit.

To carry on the Tower's philanthropy, donation boxes were placed at various spots inside the building to raise funds for Macau Red Cross during this festive season. Many participants and visitors made donations and showed their care for the needy.

In addition, Macau Tower is proud to feature an outdoor carnival "Macau Gastronomy Carnival – Celebrates Snowy Chinese New Year" at its Outdoor Plaza from Chinese New Year to 4 March. With highlights of a 4-meter high Ice Slide, 2,000-square-foot Kids Car Raceway and a Wishing Tree, the Carnival will bring on a myriad of entertaining programmes, amusement rides and scrumptious food for everyone to kickstart a year of fun and happiness!

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For further information about Macau Tower, please visit Macau Tower website [www.macautower.com.mo](http://www.macautower.com.mo), or contact:

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