



For Immediate Release

**Soar to New Heights to Ring in the Year of Pig
Macau Tower Charity Walk 2019**

(7 February 2019, Macau) Following its tradition, Macau Tower held the Charity Walk today on the third day of Chinese New Year, opening its stairs for the public to ascend to the top for free. The stair-climbing race wishes Macau prosperity, stability, progress and success in the year ahead.

Since its introduction in 2009, Macau Tower Charity Walk has become an annual CNY attraction with meaningful cause to both locals and tourists of all ages. Officiated by Mr. Francis Lam, Executive Manager of Macau Tower, Ms. Lei Ka Man, Member of Central Council of Macau Red Cross, Ms. Elsa Law, Director of Sales of AJ Hackett Macau Tower, together with Auspicious Piggy and God of Fortune, the Walk started at 10:30a.m. today. As the door opened, geared participants sprinted to the stairs and climbed to the top.

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 sports event came to a successful conclusion with a high turnout of over 1,000 participants from different generations. Participants who completed the race received a lucky gift pack.

Carrying forward its culture of giving back to the community, Macau Tower has placed donation boxes at various spots to raise funds for Macau Red Cross. Many participants and visitors made donations and showed their care for the needy.

In addition, Macau Tower also offers a number of CNY shopping discounts and promotions, and prepares a festive photo booth backdrop “New Year with Imperial Glam” for guests to have fun.

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

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