



For Immediate Release

**Reaching the Summit to Start the Year of Rat
Macau Tower Charity Walk 2020**

(27 January 2020, Macau) Following its tradition, Macau Tower held the Charity Walk today on the third day of Chinese New Year and opened its stairs for all to climb to the Observation Deck for free. The stair-climbing race not only kick-started the year in a healthy way, but also bade good fortune and economic vitality in the year of Rat.

Since its introduction in 2009, Macau Tower Charity Walk has become the city's CNY tradition to both locals and tourists of all ages. Officiated by Mr. Francis Lam, Executive Manager of Macau Tower, Mr. Chum Pak Tak, Vice President of Directive Council of Macau Red Cross, Ms. Elsa Law, Director of Sales of AJ Hackett Macau Tower, together with Auspicious Rat and God of Fortune, the Walk started at 10:30a.m. today. As the door opened, geared participants sprinted to the stairs and ran for a lucky year ahead.

As in previous year, 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, Bonaqua, Macau Flying Eagle Association and Macau Red Cross, the joyous event came to a successful conclusion with a high turnout of over 1,000 participants, including both juniors and seniors. Participants who completed the race received a lucky gift pack to start their rewarding year ahead.

To share the love and joy in the New Year, Macau Tower has placed donation boxes at various spots to raise funds for Macau Red Cross, carrying forward its culture of giving back to the community.

In addition, Macau Tower also offers a number of CNY shopping discounts and promotions, and prepares a festive installation "Taste of Celebration Exhibition" for guests to have fun.

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