



For Immediate Release

**Macau Tower CNY Charity Walk 2023:
Ascend to the top in the Year of the Rabbit,
and send the New Year blessing across the community**

[24 January 2023 – Macau] Macau Tower Convention & Entertainment Centre (“Macau Tower”) brings back the long-awaited ‘CNY Charity Walk’ today, which has been its tradition in Macau symbolizing prosperity and progression on the third day of Chinese New Year. This year, more than 1,500 participants have joined for free and ascended to the tower top for good fortune, while raising funds for Macau Red Cross to deliver new year blessing to those in need.

With the staunch support from AJ Hackett Macau Tower, Macau Coca Cola, Macau Flying Eagle Association and Macau Red Cross, the event marks its 12th edition this year – after being suspended due to pandemic prevention.

Mr. Francis Lam, Executive Manager of Macau Tower, said, “Macau Tower is very excited to bring back the CNY Charity Walk to the Macau community and tourists. As one of the renowned attractions in Macau, Macau Tower takes the initiative to care for our community with this signature activity. It goes beyond a mere New Year celebration by engaging participants in fund-raising for the needy. Looking ahead, the Tower is poised to welcome more guests with a series of full-filled and meaningful programs.”

The Charity Walk was divided into two sessions: the full-course session ‘Strike it Rabbit’ in the morning saw participants in different categories trekking up 1,298 steps from ground level to 61/F, and competing for the glory of the fastest ‘tower climbers’; while the half-course session ‘Shortcut to Riches’ was held in the afternoon starting from 38/F, being a more relaxing activity for participants to enjoy the splendid view on their way to the Tower top.

The CNY Charity Walk is Macau Tower’s signature New Year event since its introduction in 2009, and it has attracted more than 20,000 citizens and tourists to join over the years. To celebrate the Year of the Rabbit, Macau Tower also offers a dazzling array of dining discounts and promotions, while the Firework Festival at the Outdoor Plaza will feature food stalls, performances and large decorative installations, immersing visitors in memorable new year festivities.

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

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Photo Captions:

1.



Officiated by Mr. Francis Lam, Executive Manager of Macau Tower (middle), Mr. Chum, Pak Tak, Vice President of Directive Council of Macau Red Cross (left), and Ms. Elsa Law, Sales Director of AJ Hackett Macau Tower (right), the 12th Macau Tower CNY Charity Walk opening ceremony marked the start of the exciting stairs-climbing event.

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Mr. Francis Lam, Executive Manager of Macau Tower, said, “Macau Tower is very excited to bring back the CNY Charity Walk to the Macau community and tourists. As one of the renowned attractions in Macau, Macau Tower takes the initiative to care for our community with this signature activity. It goes beyond a mere New Year celebration by engaging participants in fund-raising for the needy. Looking ahead, the Tower is poised to welcome more guests with a series of full-filled and meaningful programs.”

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The event came to a successful conclusion attracting more than 1,500 participants.

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