



## **PRESS RELEASE**

### **For Immediate Release**

#### **SUPERHEROES & SUPER VILLAINS JOIN HANDS FOR GOOD CAUSE AT MACAU TOWER CRAZY JUMP DAY**

(13 December 2014- Macau) Capes, masks, lasers and supernatural powers... the annual “Crazy Jump Day” has returned for its fourth year to Macau Tower, along with the most legendary superheroes and super villains the world has ever known to gather in one big celebration and fundraising event today. 35 bungy jump battlers dressed as their favorite comic characters turned up with sensational costumes to challenge the Highest Commercial Bungy Jump under Guinness World Record, competing for the Most Outstanding Performance championship titles and GoPro Best Shot Awards under the male and female categories. At the same time, they will be raising funds for the Macau Red Cross.

The day opened with lively tunes from a Portuguese folk dance performance on SkyWalk followed by welcome remarks by Mr. AJ Hackett, Father of Bungy Jump and CEO of AJ Hackett International. “The first Crazy Jump Day was held in year 2011 here at Macau Tower and immediately became a whirlwind success, receiving the “Award of Excellence in Innovation Promotional” from World Federation of Great Tower, generated remarkable social media visibility among global adventure lovers, and has turned into a signature event for Macau ever since. This year, we hope we could bring strength and resilience of superheroes to those who are in need of encouragement, and we sure hope the community will enjoy our creative approach of giving back.”

Everyone needs a hero at times, and Macau Red Cross has always been at the forefront of helping those in need. In the event, AJ Hackett Macau Tower donated MOP 150,000 to the organization, partially from the proceeds raised by jumpers, in support of its respectable causes. The sum also coincides with the joyous celebration of the 15<sup>th</sup> Anniversary of the establishment of the Macau SAR. VP of Directive Council of Macau Red Cross, Mr. Chum Pak Tak, received the cheque on behalf of the charity at the ceremony.

After guests of honor kick-started the event by popping champagnes, Senior Jump Master Tony O'Rourke led the day's action by making his personal 1000<sup>th</sup> bungy jump. From his first attempt of bungy in year 1989, Tony has since travelled the world to different bungy sites and documented all his jump experiences. Today, he has chosen to make his special 1000<sup>th</sup> jump at Macau Tower to support the good cause of Crazy Jump Day. Following such, Consul General of Portugal in Macau and Hong Kong, Mr. Vitor Sereno, joined by Mr. AJ Hackett, took 25 children and youth belonging to different charity institutions of Macau onto the Skywalk. Through the memorable experience, the gentlemen wished to send the message that we can overcome any challenge with courage and determination, and that there is a hero in every one of us.

This year's event is made possible with the heroic contributions from various friendly partners, including (alphabetically):

**Asia Miles**

- 15,000 Asia Miles

**DC Comics**

- T-shirts and cash vouchers

**Microworks and GoPro**

- 2pcs "Go Pro HERO4 Silver Edition" cameras (retail at MOP\$3500 each)

**Moet Chandon**

- Champagne sponsor

**TurboJET**

- Round trip tickets and cash coupons

**360 café at Macau Tower**

- Dining vouchers

Results of the Crazy Jump Day and award presentation photos will be distributed to the media via email before 6:00pm this evening. For enquiries, please contact

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