



For immediate release

Macau Tower Glows Blue for Autism Awareness

[2 April 2016 – Macau] Macau Tower lighted up blue from 6:45pm today and throughout this month in honor of the World Autism Awareness Day on 2 April. This year, Macau Tower has again taken a series of actions to show its support, which kicked off with a Skywalk performed by a team of 20 staff and volunteers from Shun Tak Holdings (Macau) Limited. Macau Tower invited children serviced by the Macau Association for the Mentally Handicapped (AMHA) to visit the Tower and enjoy afternoon tea with their families. It has also supported an art exhibition and concert organized by Macau Autism Association (MAA) as a venue sponsor.

The worldwide initiative “Light It Up Blue” introduced by Autism Speaks, an autism advocacy organization, has been gaining support since 2010 from iconic landmarks, such as the Empire State Building in New York, the Christ the Redeemer in Rio de Janeiro and the China Central Television Tower in Beijing, with an aim to promote understanding and acceptance of autism, and remind the public to identify the disorders in children’s development for early diagnosis and intervention.

As a co-organizer of MAA’s “World Autism Awareness Day•Macau” campaign, Macau Tower has arranged a Skywalk performed by a group of 20 staff and volunteers from Shun Tak Holdings (Macau) Limited on Level 61 Adventure Deck this morning, expressing their wish for people with autism to face their challenge with courage and realize their great potential. Over 20 children with autism from AMHA accompanied by their families were invited to enjoy an afternoon tea at 180° Lounge, experience panoramic views from Level 58 Observation Lounge and view the 36 paintings by children from MAA at the ground floor. At night, the annual “Light It Up Blue” ceremony was held at Outdoor Plaza. The venue was also sponsored for MAA’s concert featuring Life Band, a band composed of autistic and mentally disabled members from Fuhong Society of Macau (Fuhong), along with other local bands.

In addition, Macau Tower is a venue sponsor of the premiere of an autism-themed short movie, to be held by Fuhong at Level 4 Movie Theatre later this month, in order to honor the unique talents of people with autism and foster an inclusive culture in society.

- End -

Media Enquiry:

Corporate Communications, Shun Tak Holdings Ltd.

Ms. Venus Yu

Senior Executive

Tel.: (852) 2859 3187 / (853) 6228 4016