



## **Press Release**

### **For Immediate Release**

#### **Unsealing & Resealing of Time Capsule at Macau Tower In celebration of Macau SAR 15<sup>th</sup> Anniversary**

(16 December 2014- Macau) In celebration of the 15<sup>th</sup> anniversary of the establishment of Macau SAR, Macau Tower will be conducting an unsealing and resealing ceremony for the Time Capsule in order to relive a series of special memories and remarkable milestones, as well as make new wishes for the future with the city.

This afternoon, Mr. Vincent Tung, Director of Group Marketing, Shun Tak Holdings Limited, joined by representatives from leading Macau enterprises, including TurboJET, AJ Hackett, Macao Daily, Macao International Brand Enterprise Commercial Association (MIBA), together unsealed the Time Capsule placed in year 2009. Many iconic items were recovered as the Time Capsule was unsealed, including a Macau 10<sup>th</sup> Anniversary Special Feature published by Macau Daily, TurboJET's Macau 10<sup>th</sup> Anniversary special edition ticket, Order of Merit medal conferred to Macau Tower in year 2006, a jar of fresh air from Macau in 2009, a newly-released 3G phone model running on the then-newest 3G technology, various photos and paintings etc. Guests of Honor traveled down the memory lanes with participants, and shared their fond memories of the miraculous making of this city. The Time Capsule served as a reminder of how far we have come in the past 5 years and the importance to consistently innovate for a brighter future.

Following the unsealing, Guests of Honor moved to the new Time Capsule and planted new memories for the future. These include a pager, an iPhone 6, stamps, photo collections and badges etc. Mr. Vincent Tung, representing Macau Tower, placed into the new Time Capsule three items, including the 2012 "Award of Innovation Promotional" bestowed by the World Federation of Great Towers for its



“Crazy Jump” campaign, “Excellence Innovation of 2013 – Business Award of the Year” by Macau Business, as well as a Canton Tower miniature. The two awards attest to the innovative spirit of Macau Tower as it strives to create one-of-a-kind travel and entertainment experiences for all visitors; while the Canton Tower miniature marks Shun Tak Group’s management and operation experience of the two most representative towers in Southern China, as well as signifies their friendly alliance in promoting tourism and economic developments of the region.

Mr. Tung remarked that the Time Capsule at Macau Tower will continue to be a treasure trove that holds the joy, blessings, and milestones of the city. It will be the storyteller of the city’s development, and bear witness to the creativity and diligence that define the success of this place.

After the ceremony, the Time Capsule will continue to be exhibited at the basement of Macau Tower and is expected to be reopened in year 2019 during the 20<sup>th</sup> Anniversary of Macau SAR.

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