
Immediate Release

The Tradition Lives On. Citizens Celebrated CNY at Tower Walk 2012

(25th January, 2012 — Macau) As with the past four years, Macau Tower hosted the charity event "Tower Walk 2012" today in celebration of CNY with the community. The Tower opened its stairs for all to climb to the observation deck. The event has been generously supported by IACM, Macau Red Cross, Choi Heong Yuen Bakery, Macau Coca Cola as well as AJ Hackett Macau Tower. More than a thousand citizens and tourists participated in the event today.

Since Macau Tower held the first Tower Walk in 2009, climbing up the Tower on Chor 3 has become part of the CNY tradition for many Macau citizens. The event this year comprised of two sessions. The full-course *Strike it Rich* began in the morning, and required participants to reach level 61 from ground level; the half-course *Shortcut to Riches* that took place in the afternoon, allowed participants to start at Level 38 for a shorter climb.

Tower Walk 2012 kicked off at 10:15am this morning. Mr. Rutger Verschuren, Chief Operating Officer of Hospitality Division, Shun Tak Holdings (Macau) Ltd., Mr. Charlie Bassett, General Manager of AJ Hackett Macau Tower, and Quin Va, Vice President & Voluntary Treasurer, Directive Council hosted the opening ceremony. Once the gentlemen fired confetti together with the Golden Dragon and the God of Fortune, all participants started the race to the top.

For a more heated contest, Macau Tower placed all participants into one of three divisions, namely Man, Woman and Youth. The first three crossing the line from each division were awarded with a Fortune Dragon giant figure, with the champion also winning a SkyJump admission, and the first and second runner-up winning a Skywalk X admission.

The event was completed with unprecedented success. The number of participants exceeded that of last year. Families with kids were attracted to climb in joy, hoping for a blessed new year with good health and luck. Upon the completion of the charity climb, each participant received a Fortune Dragon figure, Choi Heong Yuen Bakery traditional festive snacks, Bonaqua mineralized water and a Coca-cola coaster set, for a fruitful celebration of the new year. Many citizens also took the chance to take a "lucky turn" at Skywalk X at a special CNY rate.

Besides, to carry on its philanthropic spirit, Macau Red Cross placed donation boxes across the Tower in order to raise fund for Macau Red Cross. Tower climbers were enthusiastic in contributing to the good cause and share the joy with those in need in this festive season.



Should you need further information relating to Macau Tower, or official photos of the event, please visit Macau Tower website www.macautower.com.mo, or contact:

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