



For Immediate Release

**Ascend to the Top to Ring in the Year of Monkey
Macau Tower Charity Walk 2016**

(10 February 2016, Macau) Macau Tower's highlight in Chinese New Year, the Charity Walk, was held today (the third day of CNY) when the Tower opened its stairs for the public to climb to the top. While kicking start of the New Year in a healthy way, the activity also wishes Macau's economy vitality in the Year of Monkey.

Since its introduction in 2009, Macau Tower Charity Walk has become the city's CNY tradition attracting both locals and tourists. The Walk started at 10:30a.m. today, and had Mr. Francis Lam, Executive Manager of Macau Tower, Mr. Chum Pak Tak, Vice President of Directive Council of Macau Red Cross, Ms. Ronnie Baleros, Director of Operations of Macau Tower, together with the Auspicious Monkey and God of Fortune, officiated the kick-off ceremony. As the door opened by the God of Fortune, geared participants sprinted to the stairs and ran for a lucky year ahead.

Same as previous years, the Charity Walk offered the "Strike it Rich" full course in the morning and the "Shortcut to Riches" half course in the afternoon. Participants of the former have taken the challenge of 1,298 steps from ground level to level 61 the Adventure Deck, while those opting for the shortcut started from level 38. With the generous support from IACM, AJ Hackett Macau Tower, Macau Flying Eagle Association and Macau Red Cross, the event came to a successful conclusion with over 1,000 participants, including both juniors and seniors. They started a rewarding year ahead with the lucky gift pack received after completing the race.

To share love and joy in the New Year, Macau Tower has organized the "Lucky Windmill Charity Sales" at the outdoor plaza and has placed donation boxes inside the Tower to raise funds for Macau Red Cross.

Macau Tower also offers locals and tourists a number of CNY shopping discounts and promotions, including the "Fortune Machine" in which fabulous prizes are up for grabs!

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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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