

Special Millennium Project

	Events	Special Features
i)	Millennium Shopping Passport 千禧購物逍遙遊	<ul style="list-style-type: none">• a prestigious “Passport” to draw shoppers to 109 HA shopping centres for redemption of a variety of gifts and souvenirs of collection value.• event will last for more than one month from mid December 1999 to end January 2000• award of certificate and special souvenir to “Best Customers” with the highest number of visits recorded throughout the event• highlighted by an opening and a closing ceremony, and the total value of prizes for the lucky draw will worth more than \$250,000 including air-tickets, computers, assorted home appliances and a new car for the 1st prize as the major attraction

Joint Ventures

	Events	Special Features
i)	ARTability 2000 - A Millennium Project 展能藝術:屋邨慶千禧	<ul style="list-style-type: none">• jointly organized with the Arts with the Disabled Association (香港展能藝術會) and sponsored by the Hong Kong Jockey Club (香港賽馬會)• to celebrate the new millennium with a series of touring showcases at eight HA shopping centres performed by talented artists of both the disabled and the abled.• An opening ceremony of the project will be launched in October 1999 at Kai Tin Shopping Centre
ii)	Lighting Decoration - City of Light and Sound 燈光璀璨嚮全城	<ul style="list-style-type: none">• jointly organized with HAD to celebrate the millennium to tie in with the central government's celebration programme• lighting ceremony at Tsz Wan Shan Shopping Centre• colourful lights and displays at San Po Kong Factory building

iii)	Countdown to the Millennium 商場千禧大倒數	<ul style="list-style-type: none"> a “Torch Light ” countdown and lighting ceremony including stage performance jointly organized with ICRD will be conducted on 31.12.99 midnight at Lok Fu Shopping Centre. Senior directorates of the department together with other local dignitaries and celebrities will officiate the ceremony. Anchor tenants such as Jusco Store will also extend its business hours beyond midnight to welcome the new millennium
iv)	The Hong Kong Public Housing Estate Shop Operator Union Millennium Sales Campaign cum Best Service to Customers 全港公屋商戶總會 - 屋邨商場巡迴優惠禮貌服務賀千禧	<ul style="list-style-type: none"> series of entertaining events including redemption of prize, dragon dance, singing performance and carnivals to be launched in ten HA shopping centres, together with the proven support of commercial tenants emphasizing on best service to customers in the new millennium
v)	The Millennium Dance Performance 龍飛鳳舞賀千禧	<ul style="list-style-type: none"> series of dancing shows conducted by the City Contemporary Dance Company (城市當代舞蹈團) at six HA shopping centres to celebrate the millennium in meeting new and exciting challenges of the new era through energetic, colorful costumes and spectacular dancing performance.

vi)	Radio Show – Into the Millennium 天下時事第一台 穿梭商場千禧Show	<ul style="list-style-type: none"> • jointly organized with RTHK • a series of live radio shows on stage to be launched at eight shopping centres with programmes conducted by popular celebrities. Main news around the world will be presented in a light and humorous manner. • a “Millennium Event Quiz“ competition will also be conducted with attractive prizes.
vii)	Millennium Well-wishes Tree 千禧心願樹大募集	<ul style="list-style-type: none"> • jointly organized with Metro Broadcast • a radio show performed by famous artists will be held in Lok Fu Shopping Centre with the gimmicks of selection of best wishes for the new millennium
viii)	K100 - Towards Year 2000 無線 K100 邁向千禧	<ul style="list-style-type: none"> • a popular TVB variety shows conducted at various HA shopping centres aiming at celebrating the new millennium together with famous TVB artists
ix)	2000 Chinese New Year Parade 2000繽紛巡遊賀新歲	<ul style="list-style-type: none"> • a world-class event jointly organized with Hong Kong Tourist Association performed in a traditional and colourful way • the parade by the overseas performing groups will be conducted at Stanley Plaza and other focal HA shopping centres

Festive Celebration Events

	Events	Special Features
i)	Millennium Character Parade 千禧人物大巡禮	<ul style="list-style-type: none">a parade of famous, prestigious and heroic characters being praised for their significant contribution to the world at large for the past 1000 years, will be conducted at Tsz Wan Shan Shopping Centre
ii)	Instant Millennium Lucky Draw - Y2K Instant Computer Game and Millennium Lucky Roulette 商場即抽即獎遊戲賀千禧 - 邁向2000電腦遊戲大獎賞及千禧巨獎樂天輪	<ul style="list-style-type: none">40 nos. of instant lucky draw will be conducted in this package millennium promotion events for various shopping centres from November 1999 until March 2000 to encourage spending in shopping centres with distribution of 1500 gifts daily from Friday to Sunday in each event

iii)	Shopping Centre Anniversary cum Millennium Celebration 商場週年誌慶賀千禧	<ul style="list-style-type: none">• anniversary promotion activities last for 2-3 weeks to celebrate the Millennium including opening/closing ceremony as well as Grand Lucky Draw and carnival at Cheung Fat Shopping Centre, Wong Tai Sin Shopping Centre, Fu Tung Shopping Centre and Tin Wan Shopping Centre
iv)	Variety Shows, Children Carnivals, Drama Shows, Singing Performance and Chinese Opera 千禧音樂暨綜合表演	<ul style="list-style-type: none">• there will be more than 120 smaller scale variety shows, carnivals, drama shows, singing performance & Chinese opera providing free entertainment for shoppers and tenants from November 1999 to March 2000 to celebrate the millennium

Publicity

	Events	Special Features
i)	Newspaper & Periodical Magazine Advertisement 周刊/月刊雜誌/報章 廣告	<ul style="list-style-type: none"> placement of advertisements in respect of millennium activities will be arranged on newspapers and popular magazine such as TVB Weekly and the Next Magazine.
ii)	Posters & Shopping Centre Newsletters 商場通訊/宣傳海 報	<ul style="list-style-type: none"> newsletters for the eight focal shopping centres will highlight the Millennium promotion activities
iii)	Radio 電台廣播宣傳	<ul style="list-style-type: none"> additional commercial spots for air promote on Commercial Radio I/II and Metro Broadcast to publizise the millennium activities
iv)	Press release 新聞稿	<ul style="list-style-type: none"> details of the millennium activities will be despatched to the media for publicity purpose journalists and reporters will be interviewed/invited to attend major millennium events for the purpose of wider publicity

v)	HA Homepage on Internet - Millennium Programme Highlights 房委會千禧網頁 - 千禧節目巡禮	<ul style="list-style-type: none"> • information on promotion activities at shopping centres to celebrate the millennium is available in the HA Homepage on Internet
vi)	HKTA Website & Traveller's Guide 香港旅遊協會網頁 香港旅遊指南	<ul style="list-style-type: none"> • for wider publicity of millennium promotion activities through HKTA • details to be worked out with HKTA
vii)	Millennium Souvenir - Millennium Watch 千禧紀念手錶	<ul style="list-style-type: none"> • millennium watch of limited edition symbolizing the spirit of the new era

