
NEWS RELEASE

To: Editors

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For immediate release

**“The Good Life” on Hysan Avenue
Unprecedented Piu Sik in the Heart of Causeway Bay attracted more than 10,000**

“The Good Life”, a creative fusion of family values, good designs, cutting-edge music and a green attitude, showcased through spectacular performances, mesmerized the more than 10,000 strong crowd on Hysan Avenue and Sunning Road this Sunday afternoon.

The most talked-about segment of the day, the unprecedented Piu Sik through Hong Kong’s best known retail district, highlighted mankind’s six senses. The extremely colourful parade, crafted by Cheung Chau Piu Sik masters and designed by Skyhigh, the Tin Shui Wai based creative talent-developing unit shared the limelight with top celebrities and performers. “The Good Life” certainly showered Hong Kong with much positivism!

“The Good Life” is a timely reminder that simple things in life - our family, the environment, creative designs and good music - recharge and propel us towards the bright and good,” says Ms. Wendy W. Y. Yung, Executive Director and Company Secretary of Hysan Development Company Limited. “We should cherish the good things around us,” says Ms. Yung.

“Skyhigh has been working in the heart of Tin Shui Wai since March to give hundreds of youngsters the opportunity to perform or to take part in other aspects of the creative industry,” says Arumimihifumi, Fei Theatre’s principal creative mind, and a mainstay of Skyhigh. “I would like to thank all those who took part today for delivering such a wonderful performance in such a unique venue.”

“The Good Life” was presented by Hysan Development Company Limited, Wan Chai District Council’s Cultural and Leisure Services Committee, and co-organised by Wan Chai District Office. The event was also supported generously by Commercial Radio.

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Hysan Development is a leading property investment, management and development company in Hong Kong with a major portfolio in high-quality office, retail and residential properties. It is the largest commercial landlord in the prime office/retail Causeway Bay district. In September 2008, Hysan became a constituent member of the FTSE4Good Global Index, one of the best known indices for socially responsible investment.

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Enclosed: Photos description

Photo:

To request for high-resolution photos, please send an email to Ron.Wong@hysan.com.hk.

Photo captions:



(from left to right) St. James' Settlement's Senior Manager, Ms. Josephine Lee, Wan Chai District Council's Cultural and Leisure Services Committee Vice-Chairlady, Ms. Yolanda Ng, Wan Chai District Officer, Mr. William Yuen, JP, Hysan Development Company Limited's Executive Director and Company Secretary, Ms. Wendy W. Y. Yung, Wan Chai District Council's Vice Chairman, Mr. Stephen Ng, MH and Hysan Development Company Limited's Design and Project Director, Ms. L K Chan.



Not your average Piu Sik procession, but one that fused the traditional with the ultra-modern



FAMA and Lowell Lo, musical icons from different eras, shared the stage and the message to lead “The Good Life”