
NEWS RELEASE

To: Editors

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For immediate release**Unprecedented Piu Sik Street Procession Fuses with Street Performances
in Heart of Causeway Bay***Always Look to the Good Things in Life*

“The Good Life”, presented by Hysan Development Company Limited and Wan Chai District Council’s Cultural and Leisure Services Committee, and co-organised by Wan Chai District Office, is a call to cultivate inner well-being and to celebrate the basic sources of joy in life. The initiative is a creative fusion of family values, good designs, cutting-edge music and a green attitude, showcased through spectacular performances. Hosted by talents and celebrities, the event will take place on Hysan Avenue and Sunning Road, between 1p.m. to 6p.m., Sunday, 26th October, 2008.

Hysan has long been an active member of the Causeway Bay community. Together with the Wan Chai District Council, the Company often engages performing arts or other art forms to help enrich the communities in which it operates. “The Good Life” is its second major community initiative that sees the partial closure of Hysan Avenue and Sunning Road to allow thousands to enjoy themselves unperturbed by vehicular traffic.

“There is so much originality and creativity in “The Good Life” which weaves the traditional art forms into the ultra modern to celebrate life’s basic sources of joy,” says Ms. Wendy Yung, Hysan’s Executive Director and Company Secretary. “These performances soothe and excite our senses, so that we enjoy inner peace, which nurture our capacity to generate positive thoughts and behaviour in the present environment.” “It 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. We should cherish the good things around us,” says Ms. Yung.

“Hysan is privileged to partner with Skyhigh to brainchild the event.” added Ms. Yung. “In contributing to the community, we always work with the best and the most dedicated NGOs to optimize impact.” “Last year, we worked with Chung Ying Theatre, who is devoted to caring for Tin Shui Wai students, among other things. This year we serve with Skyhigh, who has a production house in Tin Shui Wai to groom creative talents. Skyhigh has been working in the heart of Tin Shui Wai since March to give hundreds of youngsters the opportunity, and many are showcasing their talent on Hysan Avenue this Sunday,” said Ms. Yung.

Expect the Unexpected in Causeway Bay: Piu Sik Street Procession and Modern Street Performances

The most anticipated event of the day is undoubtedly the unprecedented Piu Sik Street Procession in the heart of Causeway Bay. Piu Sik is a traditional Chinese folk performance with costumed children sitting on stilts. “This fabulous ‘Good Thing’ is gradually dying out in Hong Kong, even in mainland China,” says Arumimihifumi, Fei Theatre’s main creative mind. “The event’s theme, a wish to lead a good life,

moved me to try this incredible art form from the island of Cheung Chau to highlight the Buddhist idea that a good life is achievable when our “six senses” are at peace.”

The “six senses” are of the: eyes, ears, nose, tongue, body and mind. “This is the first time the Cheung Chau craftsmen make the floats along such artistic and philosophical themes, and it will be unique,” continues Arumimihifumi.

Another truly original aspect of the procession is that more than 100 from Skyhigh and other groups will perform amazing acts on BMX bicycles, in-line roller blades, street dances and much more while the Piu Sik floats parade along Hysan Avenue. The marriage between the most traditional and the ultra-modern art forms will definitely delight the senses.

“Home Sweet Home”, Top Musical Performances, Charity Sales for Sichuan, and Commercial Radio Personalities

Other programmes throughout the day celebrate the home, green and other “Good Life” elements. Celebrities Qiqi, Louis Cheung and Patrick Dunn will host the “Home Sweet Home” segment, where they and their family members will share an artwork session with younger members of the audience, as well as with the winner of a “Home Sweet Home” school drawing competition.

A group of Commercial Radio One hosts and performers will take the stage at 2.30p.m. to host a segment on the good things in life and remind everyone that we should all still stay upbeat. With positive thinking, we can strive to maintain a healthy, sustainable society for ourselves and the future generations.

The finale show features some of the best musical talents in town, with cutting-edge Canto group FAMA rapping anti-drug and other positive messages, while renowned “green” singer Lowell Lo, giving a rare public performance, will highlight the needs of environmental sustainability with his unique songs.

Throughout the day, volunteers will help sell a limited-edition gift pack of items designed by exciting young local designers. All proceeds will go to the Red Cross to help the rebuilding efforts in Sichuan.

Skyhigh, a creative unit of St. James Settlement and Commercial Radio, is the event manager. Skyhigh’s Fei Theatre colleagues will be braving the busy streets of Causeway Bay in eye-catching, special “The Good Life” costumes throughout the event day.

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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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