

Street performers in animal costume create buzz over Noah's Ark Promotion in conjunction with Metroplaza and Tsuen Wan Plaza

20 May 2009

Four performers in animal costume today drew crowds of onlookers in busy Central and Tsim Sha Tsui promoting the world's only full-size replica of Noah's Ark at Ma Wan Park. The performers posed for pictures with people and spread the Ark's messages of love and life to publicize the Arks coming opening.



Colourful costumes and body paint draw attention

The two men and two women dressed in phoenix and zebra costumes with colourful body paint attracted huge crowds when they appeared on the footbridge over Connaught Road Central between Exchange Square and World Wide House. Many people took pictures as the performers as they entertained the crowds and gave out coupons introducing Noah's Ark and promotions at Metroplaza and Tsuen Wan Plaza. The performers continued to stir attention when they later appeared giving out coupons on the pavement outside the Kowloon Mosque in Tsim Sha Tsui.



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Promotion for Ark's opening

Metroplaza and Tsuen Wan Plaza operated by Sun Hung Kai Properties are the nearest shopping centres to Noah's Ark. Metroplaza provides a convenient transportation connection to the Ark and Tsuen Wan Plaza is only three minutes from the Tsuen Wan Pier where people can catch a ferry to the attraction on Ma Wan.

The malls are offering free tickets and F&B coupons to coincide with the opening of Noah's Ark. Details as follows:

Programme	Details
Date: May 23 – June 7, 2009 Time: from noon *	Get two Noah's Ark Saturday/Sunday tickets (worth HK\$200) for spending HK\$800 including at least \$100 spent on F&B at the mall.
Date: May 23 – June 7, 2009	Get mall F&B coupons with two Noah's Ark ticket

Time: from 2:00 pm* (Saturday, Sunday and public holiday only)	stubs.
Park Island Transport Company ferry between Ma Wan and Tsuen Wan (It takes 3 minutes walk from Tsuen Wan Plaza to the pier)	Service runs from 5:40 am to 1:02 am. Adults \$8 Children below 12 and seniors \$4

*Daily quota is limited

About Noah's Ark

The five-storey Noah's Ark is the latest attraction at Ma Wan Park on a 270,000-square-foot site. There are five levels each with a different theme, including Ark Expo, Treasure House, Ark Life Education House and a seaside restaurant. The top floor is Noah's Resort. The outdoor Ark Garden features 67 pairs of exotic animal sculptures while the Noah's Adventureland offers a three-storey Giant Swing and net and rock climbing games. Other facilities include Noah's Hall, Noah's Stadium, Noah's Plaza, Sunrise Amphitheatre, Fun Fun Track and more. The Ark promises a new experience for local and overseas visitors.

About Metroplaza

Metroplaza is by the Kwai Fong MTR station and contains 1.5 million sq ft of gross floor area including two 35-storey grade-A office towers above a 540,000-square-foot shopping centre. It is the biggest shopping centre and landmark in Kwai Tsing.

Metroplaza has an array of retailers selling fashions, accessories, beauty products and service, making it a perfect one-stop mall for modern women. Tenants include many new outlets in Kwai Tsing such as fashions, skin care, sports products and specialty restaurants. The third-floor fountain plaza is Hong Kong's first decorated with real sand and stones to offer a beach feel and outdoor comfort for visitors.

About Tsuen Wan Plaza

Tsuen Wan Plaza is near the Tsuen Wan West MTR station in downtown Tsuen Wan, offering unrivalled transport connections. It is the biggest shopping centre in Tsuen

Wan, with entertainment, shopping and dining. A recent revamp included the addition of expansive curtain walls giving the mall a new energetic look. The diverse tenant mix includes the renewed JUSCO department store and specialty restaurants, plus many entertainment facilities like the state-of-the-art Real ID digital theatre and four screen cinema and a 23,000-square-foot outdoor children's playground. All these features make Tsuen Wan Plaza a hit with young families.