



## **The Link x Chupa Chups Color Your Mind Playground** 10,000 sq ft playground features Chupa Chups attractions, including the 8-metre-tall Giant Chupa Chups Candy Machine Christmas Tree

### **The Link x Chupa Chups Color Your Mind Playground @ Lok Fu Plaza**

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This winter, The Link and Chupa Chups have partnered to present the first ever “The Link x Chupa Chups Color Your Mind Playground” at Lok Fu Plaza. In conjunction to the 55th Anniversary of Chupa Chups and to bring the joy of Christmas to everyone, the playground’s colourful decorations dazzle and twinkle, delighting visitors with a unique sweet and fun holiday atmosphere – Chupa Chups style!

Located at the Open Terrace of Lok Fu Plaza, the 10,000 sq. ft. The Link x Chupa Chups Color Your Mind Playground includes a colourful array of Chupa Chups-themed attractions, including a soaring Hot Air Balloon, an exciting Ferris Wheel and a Festive Christmas Train. Together with an almost 2,000 sq. ft. Chupa Chups Maze and the two sets of Music Stairs, Lok Fu Plaza has been transformed into a family-friendly Christmas destination unlike any other, immersing people in the magic of the season with fun activities for visitors of all ages. In addition, the unique 8-metre-tall Giant Chupa Chups Candy Machine Christmas Tree will give you the chance to make a unique and delicious Christmas wish.

To experience a Christmas like none before, visit the unique The Link x Chupa Chups Color Your Mind Playground and prepare to be dazzled and delighted!

Dates: 8 November 2013 to 16 February 2014

Times: 10am to 10pm

Venue: Open Terrace, Zone B, Lok Fu Plaza

#### **Chupa Chups Connecting Flavors Gallery**

Explore Chupa Chups’ 55 years of evolution and the many different tastes of Chupa Chups.

Dates: 8 November 2013 to 16 February 2014

Times: 10am to 10pm

Venue: Food Square, Zone A, Lok Fu Plaza

## **Dreams Come True Winter Lucky Draw**

Visit Color Your Mind Playground for the chance to win a total spending credit of HK\$110,000!

All visitors to the playground will be awarded one lucky draw ticket. To receive a second ticket, visitors need to upload the photo taken in the Playground on their Facebook personal account. In addition, holders of Dah Sing The Link Happy Visa Card will be entitled to a third lucky draw ticket. Winners of the lucky draw will receive free Dah Sing The Link Happy Visa Card spending credit up to HK\$10,000.

First prize: Dah Sing The Link Happy Visa Card spending credit HK\$10,000 (3 winners)

Second prize: Dah Sing The Link Happy Visa Card spending credit HK\$1,000 (80 winners)

(Each participant is eligible to win the lucky draw once only)

Date: 8 November 2013 to 16 February 2014

Time for picking up lucky draw tickets: 1pm to 9 pm

Venue for picking up lucky draw tickets: Open Terrace, Zone B, Lok Fu Plaza

## **Chupa Chups Pop-Up Store**

All visitors shall enjoy different limited edition Chupa Chups products on sales. Chupa Chups vending machine will be available for shoppers to enjoy Chupa Chups anytime.

Date: 30 November 2013 – 22 December 2013 (Every Sat and Sun)

Time: 12nn – 8pm

Location: Atrium, Zone B, Lok Fu Plaza

## **Chupa Chups Happy Carnival**

### **Chupa Chups Game Booth**

Dates: 8 November 2013 to 16 February 2014

Times: 1pm to 9pm (Weekends and Public Holidays)

Venue: Open Terrace, Zone B, Lok Fu Plaza

Come play at the fantastic carnival game booths for your chance to win some amazing prizes!

### **Chupa Chups Xmas Parade**

Dates: Every Weekends from 1 to 22 December

Times: 1pm to 3pm

Venue: Choi Yuen Plaza, Leung King Plaza, Chung Fu Plaza, Wo Che plaza, Cheung Fat Plaza, Hau Tak SC, Kai Tin SC, Lung Cheung Plaza

Chupa Chups Parade team will pay a visit to designated shopping malls to join in on the season's festivities and take pictures with everyone, so come enjoy the sweetest Xmas yet!

## **The Link XMAS 2013 Redemption Programme**

From 8 November 2013, customers with accumulated spending of HK\$2,000 or above at the below list of shopping centres can redeem one of the following premiums for free by presenting at least 3 and at most 6 machine printed receipts from different shops of the same mall during the redemption

period, spending of each receipt must be HK\$100 or above (receipts issued on 8 November onwards are accepted).

- The Link x Chupa Chups “So Sweet Party Set”
- The Link x Chupa Chups “Enjoy Travel Set”
- The Link x Chupa Chups “POP Headphone”

Date: 1 December 2013 until stocks last (weekends and public holidays only)

Times: 1pm to 8pm

Venue: 50 selected shopping centres of The Link

50 selected shopping centres of The Link			
Butterfly Plaza	Cheung Fat Plaza	Choi Ming Shopping Centre	Choi Wan Commercial Complex
Choi Yuen Plaza	Chuk Yuen Plaza	Chung Fu Plaza	Chung On Shopping Centre
Fu Shin Shopping Centre	Fu Tai Shopping Centre	Fu Tung Shopping Centre	Fung Tak Shopping Centre
Hau Tak Shopping Centre	Hin Keng Shopping Centre	Hing Wah Plaza	Homantin Plaza
Kai Tin Shopping Centre	Kwai Fong Plaza	Lei Yue Mun Plaza	Lek Yuen Plaza
Leung King Plaza	Lok Fu Plaza	Long Ping Commercial Centre	Lung Cheung Plaza
Nan Fung Plaza	Oi Man Plaza	Oi Tung Shopping Centre	Ping Tin Shopping Centre
Po Lam Shopping Centre	Sau Mau Ping Shopping Centre	Sha Kok Commercial Centre	Shan King Commercial Centre
Shek Lei Shopping Centre Phase II	Shek Yam Shopping Centre	Sheung Tak Plaza	Siu Sai Wan Plaza
Stanley Plaza	Sun Chui Shopping Centre	Tai Wo Plaza	Tak Tin Plaza
Tin Chak Shopping Centre	Tin Ping Shopping Centre	Tin Shing Shopping Centre	Tin Shui Shopping Centre
Tin Yiu Plaza	Tsz Wan Shan Shopping Centre	Wah Sum Shopping Centre	Wo Che Plaza
Wong Tai Sin Plaza	Yiu On Shopping Centre		

\* The content of the programme is subject to change without prior notice

\* Terms and conditions apply to all the events