



(1) The Link's 'Red Carpet Fairy Tales'

Date: 4 July 2015 (Saturday) to 16 August 2015 (Sunday)

Time: 10:00am to 10:00pm daily

Candy House candy vending machine opening hours: 2:00pm to 7:00pm on Saturday, Sunday and public holidays

Location: Food Court, Zone A, Lok Fu Plaza

Fairy Tale Forest Castle Main Stage

To promote social inclusion and harmony in community, The Link has invited two artists from the Arts with the Disabled Association of Hong Kong to join in the artistic creation. They have designed animals such as deer, zebra and giraffe for the Fairy Tale Forest Castle main stage. Along with the castle and forest concepts, the Red Carpet will unveil a unique and exciting fairy tale journey!



Three Interactive Sensory Experience Zones

The 'Red Carpet Fairy Tales' will guide visitors through a series of classic scenes from the fairy tales of Aesop, Grimm and Hans Christian Andersen. There are ten 3D art installations located in three signature zones – the Fairy Tale Forest, European Courtyard and Fantasy Square.

1) The Fairy Tale Forest

In the Fairy Tale Forest, visitors experience four reinvented fairy tales including The Hare and the Tortoise, Hansel and Gretel, The Ugly Duckling and The Boy Who Cried Wolf. In the Candy House from Hansel and Gretel, visitors can experience the tempting aromas of sweet and delicious candies. Interacting with the classic scenes, visitors can identify the ugly duckling from the lake's trick art, cheer for the tortoise and avoid the napping hare. Even more, the ending may be quite different depending on your actions! When you hear the scream from a boy crying there is a wolf on hilltop, will you go and rescue him?



Hansel and Gretel (Grimm)



The Ugly Duckling (Andersen)



The Hare and the Tortoise (Aesop)



The Boy Who Cried Wolf (Aesop)

2) The European Courtyard

Inside The European Courtyard, the four classic tales of Jack and the Beanstalk, The Three Little Pigs, Little Red Riding Hood and The Emperor's New Clothes are presented in a fancy and unique way. Visitors can enter the garden to share laughter with the three little pigs when passing by or follow Little Red Riding Hood back home, never realising the wolf disguised as her grandmother and the danger that awaits her just around the corner! The fun continues with a climb down the beanstalk with Jack to get away from the giant. Finally, visitors can gaze into the mirror with the Emperor and check if anyone is smart enough to see his new clothes!



Jack and the Beanstalk (Tabart)



Three Little Pigs (Jacobs)



Little Red Riding Hood (Grimm)



The Emperor's New Clothes (Andersen)

3) The Fantasy Square

The Fantasy Square features scenes from two classic heart-warming fairy tales – The Happy Prince and The Little Match Girl. With a touch to the Prince's finger, visitors experience the golden glow of the Happy Prince and become part of the scene! Don't miss the Little Match Girl at a dim corner and feel the warmth of her tiny candle light.



The Happy Prince (Wilde)



The Little Match Girl (Andersen)



(2) Cheerful Activities Where Fairy Tales Are Recreated

1) Fairy Tales Storytelling Competition

Registration Period: 8 – 30 June 2015

Groupings: (1) Kindie Group: K1-K3 (2) Lower Primary School Group: P1-P3
(3) Upper Primary School Group: P4-P6

Registration and Details: www.redcarpetfairytales.com

Semi-finals

Date: 12 July 2015 (Sunday)

Time: 2:00pm – 5:00pm

Location: Food Court, Zone A, Lok Fu Plaza

Finals and Awards Ceremony

Date: 2 August 2015 (Sunday)

Time: 2:00pm – 4:00pm

Location: Food Court, Zone A, Lok Fu Plaza

To promote parental reading, build self-confidence and brush up presentation skills, The Link has organised the Fairy Tales Storytelling Competition during the summer. Participants are required to prepare a two-minute storytelling video for screening. Ten contestants will be selected from each category to compete at the semi-finals held on 12 July, out of which only five contestants will be chosen for the final competition held on 2 August. Winners will receive prizes with a total value over HK\$17,000.

2) Twist-a-Tale Contest

Registration Period: 8 June – 17 July 2015

Groupings:

(1) Kindie Group: K1-K3

(2) Lower Primary School Group: P1-P3

(3) Upper Primary School Group: P4-P6 (4) Secondary School Group: S1-S3

Registration and Details: www.redcarpetfairytales.com

Awards Ceremony

Date: 2 August 2015 (Sunday)

Time: 2:00pm – 4:00pm

Location: Food Court, Zone A, Lok Fu Plaza

To promote reading and nurture the creative writers of the next generation, The Link has organized the Twist-a-tale Contest during the summer. Entrants select one out of the 50 popular fairy tales* and rewrite the story by creating a different ending. Winners will be awarded prizes at a total value of K\$14,500 and will be invited to attend the awards ceremony on August 2. Meanwhile, for every submission, The Link will make a donation to Heifer International – Hong Kong to help impoverished families become self-reliant by providing them animals and training.



(3) Red Carpet Fairy Tales Summer Gift Redemption

The Link's Limited Edition Lio Beardsley Fairy Tale Colour Pencil Gift Set and LED Bookmark Reading Light Redemption



LED Bookmark Reading Light



The Link's Limited Edition Lio Beardsley Fairy Tale Color Pencils Gift Set

Starting from 12 July 2015, customers spending HK\$800 or above from different merchants in the same shopping mall and fresh market can redeem a limited edition of the Lio Beardsley Fairy Tale Colour Pencils gift set or a LED bookmark reading light at The Link's designated shopping malls. To be eligible, customers must present a minimum of 2 and maximum of 6 machine-printed receipts with printed values of no less than HK\$100 each. (A limited quota of 7,000 pencil sets and 9,000 lights applies while stock lasts.)

Redemption Date: 12 July 2015 (Sunday) – 16 August 2015 (Sunday)

Redemption Time: 1:00pm to 8:00pm

Redemption Locations: 13 of The Link's designated malls and fresh markets

13 The Link's designated malls

Lok Fu Plaza	Hau Tak Shopping Centre	Chung Fu Plaza	Wong Tai Sin Plaza
Chuk Yuen Plaza	Homantin Plaza	Hoi Fu Shopping Centre	Kai Tin Shopping Centre
Lei Yue Mun Plaza	Maritime Bay	Nan Fung Plaza	Sheung Tak Plaza
Un Chau Shopping Centre			

6 The Link's designated fresh markets

Lok Fu Fresh Market	Hau Tak Fresh Market	Wong Tai Sin Fresh Market
Chuk Yuen Fresh Market	Homantin Fresh Market	Sheung Tak Fresh Market

Activities are subject to change without notice. Terms and conditions apply to all activities.



***50 Designated Fairy Tales**

As recommended by Sun Ya Publications (HK) Limited

1. Little Red Riding Hood (Grimm)	26. The Miller, His Son and The Donkey (Aesop)
2. The Golden Bird (Grimm)	27. The Crow and The Swan (Aesop)
3. Frau Trude (Grimm)	28. The Fox and the Grapes (Aesop)
4. The Peasant's Wise Daughter (Grimm)	29. The Boy Who Cried Wolf (Aesop)
5. Hansel and Gretel (Grimm)	30. Story of the Bat (Aesop)
6. The Cottage in the Woods (Grimm)	31. The Ant and the Grasshopper (Aesop)
7. The Bear and the Bird King (Grimm)	32. The Mice in Council (Aesop)
8. The Three Feathers (Grimm)	33. The Lighter (Andersen)
9. The Spirit in the Bottle (Grimm)	34. The Ugly Duckling (Andersen)
10. Puss in Boots (Perrault)	35. The Emperor's New Clothes (Andersen)
11. The Three Spinning Fairies (Grimm)	36. Thumbelina (Andersen)
12. Snow White (Grimm)	37. The Toy Soldier (Andersen)
13. The Valiant Little Tailor (Grimm)	38. The Little Match Girl (Andersen)
14. The Devil's Brother (Grimm)	39. The Princess and the Shepherd (Andersen)
15. The Golden Goose (Grimm)	40. Mother's Story (Andersen)
16. The Dancing Shoes (Grimm)	41. The Wild Swans (Andersen)
17. Sleeping Beauty (Grimm)	42. Aladdin and the Lamp (Galland)
18. Cinderella (Grimm)	43. The Little Mermaid (Andersen)
19. Little Fairy (Grimm)	44. Jack and the Beanstalk (Tabart)
20. The Frog Prince (Grimm)	45. The Fisherman and Golden Fish (Pushkin)
21. The Water of Life (Grimm)	46. Three Little Pigs (Jacobs)
22. The Hare and the Tortoise (Aesop)	47. Pinocchio (Collodi)
23. The Wolf in Sheep's Clothing (Aesop)	48. The Happy Prince (Wilde)
24. The Monkey Who Lies (Aesop)	49. Alice in Wonderland (Carroll)
25. The Wolf and the Lamb (Aesop)	50. Goldilocks and Three Bears (Southey)