



SHOPPES AT FOUR SEASONS | SHOPPES AT VENETIAN | SHOPPES AT COTAI CENTRAL

## Press Release

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### **Lucky Lai See Campaign** **Usher in Year of the Goat at Sands Shoppes Cotai Strip Macao** *Traditional and modern Chinese New Year celebrations for all visitors*

**(Macao, Feb. 2, 2015)** To celebrate the upcoming Chinese New Year and welcome the Year of the Goat, Sands Shoppes Cotai Strip Macao, the largest luxury duty-free shopping experience in Macao, has launched a multi-faceted campaign which includes an array of unique decorations throughout Sands Shoppes that combine traditional and contemporary art, as well as a series of engaging Chinese New Year activities that will run until Feb. 28.

The Chinese New Year period will see a celebratory mood fill the air at Shoppes at Four Seasons, Shoppes at Venetian and Shoppes at Cotai Central. To celebrate the New Year there will be a series of fun and exciting events and displays including balloon sculptures based on Chinese zodiac symbols and performances of the traditional lion dance. In addition, good fortune and luck will descend upon visitors of Sands Shoppes with Lucky Lai See package redemptions, lucky draws, online games and lai see packets will be distributed to visitors every day by our “God of Fortune.”

#### **Modern decoration and traditional Chinese New Year customs all at Sands Shoppes**

From now until Feb. 28, 2015, Sands Shoppes is decorated with the magnificent Chinese zodiac balloon sculptures. The art works have a modern twist and will offer a fantastic opportunity for visitors to take photographs. Adopting the Chinese tradition of offering blessings of luck during Chinese New Year, a “God of Fortune” will walk around Sands Shoppes from 3:00pm to 8:00pm between Feb.19 and Feb. 28 to distribute lai see packets that contain surprise offers from different retailers at Sands Shoppes. To keep the celebratory atmosphere going, Sands Shoppes will host a Lion Dance Blessing Ceremony on Feb. 24 and 26 to wish our visitors good fortune in the Year of the Goat. There will also be a Lion Dance performance that will take place at The Venetian Macao’s St. Mark’s Square on a daily basis at 5:00pm from Feb. 19 to Feb. 28(excluding Feb. 24 and Feb. 26).



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### **Lucky Lai See Campaign**

To spread good fortune this Chinese New Year, from now until Feb. 28, visitors with same-day spending of designated amounts or above at Shoppes at Four Seasons, Shoppes at Venetian and Shoppes at Cotai Central will receive a Lucky Lai See package. Shopping vouchers in the Lucky Lai See Package can be used at more than 70 participating stores at Shoppes at Cotai Central.

- Lucky Lai See Package redemption counters:
  - a) Information Counter at Level 2, Shoppes at Four Seasons, near Shop 2809
  - b) Information Counter at St. Mark's Square, Shoppes at Venetian, near Shop 802
  - c) Information Counter at Lion Square, Shoppes at Venetian, near Shop 203
  - d) Information Counter at Level 2, Shoppes at Cotai Central, near Shop 2033
- Redemption counter opening hours: Monday to Sunday: 10:00am – 11:00pm

Meanwhile, for visitors who are looking for lai see packets that reflect their chic taste and individuality, Sands Shoppes has designed a set of artistic limited edition lai see packets that have a subtle design and come in eight colours. From now until Feb. 28, visitors with same-day spending of MOP 3,000 or above will be entitled to a set of limited edition lai see packets while stocks last.

### **Online Game and Instant Lucky Draw**

Sands Shoppes has specially designed an online game and instant lucky draw activity which will see visitors win a series of fabulous prizes. Visitors who become fans of Shoppes Macao on Facebook page (<http://www.facebook.com/ShoppesInMacao>) or subscribe to the Weibo page (<http://weibo.com/shoppescotai>) can play the online game and win prizes from Sands Shoppes. From Feb. 5 to Feb. 28, visitors will also be able to get lucky draw tickets from team members at different locations throughout Sands Shoppes for an opportunity to win instant free prizes. The grand prize is one-night stay at The Venetian Macao.

澳門金沙購物城邦  
**SANDS**  
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**Photo Caption:** The magnificent Chinese zodiac balloon sculptures at Sands Shoppes this Chinese New Year. Lion dances, giveaways, Lucky Lai See package redemption and more will take place until Feb. 28, 2015 at Sands Resorts Cotai Strip Macao.

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**Photo Caption:** Sands Shoppes has designed a set of limited edition lai see packets with subtle graphics that come in eight colours. From now until Feb. 28, visitors with same-day spending of MOP 3,000 or above will be entitled to a set of the lai see packets while stock last.

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**About Sands Shoppes Cotai Strip Macao**

Sands Shoppes Cotai Strip Macao is the largest luxury duty-free shopping experience in Macao, with over 600 retailers to choose from, featuring the world's best brands – all under one roof. Consisting of the interconnected Shoppes at Four Seasons, Shoppes at Venetian and Shoppes at Cotai Central, this luxury shopping experience is part of Sands China Ltd.'s Sands Resorts Cotai Strip Macao. This integrated resort city consists of three hotel and entertainment properties: The Venetian® Macao, The Plaza™ Macao (featuring Four Seasons) and Sands® Cotai Central (comprising Conrad, Sheraton and Holiday Inn). Sands Shoppes features some of Macao's first-to-market luxury brands, and with its unique design themes, Sands Shoppes is one of Macao's must-have experiences for visitors. Sands Shoppes also delivers a wide array of delectable international cuisine, from high-end gourmet to expansive food court options.

For more information, please visit <http://www.sandsresortsmacao.com/shopping.html>