



Queens' Marketplace

QUEENS' MARKETPLACE CELEBRATES THE YEAR OF THE TIGER

FOR IMMEDIATE RELEASE

KOHALA COAST, Hawai'i Island (January 19, 2022) — Also known as the Lunar New Year, Chinese New Year is an important centuries-old tradition widely celebrated in Hawai'i. During Queens' Marketplace's 6-day celebration, families are invited to enjoy socially-distanced Chinese New Year themed activities. Keiki can participate in a fun scavenger hunt to learn more about the holiday and win a lucky prize bag, shoppers can receive a lucky numbered gift card (with purchase), and the whole family can take pictures in the Chinese New Year themed decorated Coronation Pavilion.

Lucky Lai See Gift-With-Purchase: February 1 – 6

Inspired by the Chinese New Year tradition of giving *lai see* (red envelopes filled with money), shoppers who redeem \$150 or more in receipts (mall-wide, from February 1 - 6), can pick up a *lai see* red envelope at Yoga Barre Hawaii. Each envelope contains a gift card with a lucky number value. Gifts cards are in values of \$22, \$28, and \$88. *Lai see* envelopes are limited to one per person per day and while supplies last.

Lai See Scavenger Hunt: February 1 – 6

Kids and families can celebrate the Chinese New Year at Queens' Marketplace with a FREE scavenger hunt. All you need to participate is a smart phone, an adventurous spirit and a face mask. Enjoy this scavenger hunt from February 1 – 6 between 10:00 am – 7:00 pm. To play, start your hunt at the Coronation Pavilion. Look for the QR code posted on a sandwich board sign and scan it with a smart phone to get the clue that will help you find the next *lai see* (red envelope) sign. Solve the clues and find all of the *lai see* by 7:00 pm daily. At the fourth and final stop, scan the QR code and it will reveal where to pick up a prize bag filled with lucky treats!

Lions & Lanterns Photo Contest: February 4 – 6

Commemorate the Year of the Tiger with a picture in the Coronation Pavilion, decorated with a spectacular lion balloon sculpture and red lanterns in honor of the Chinese New Year. Post your photo on Instagram and/or Facebook and tag @QueensMarketplace for a chance to win a \$200 gift card to Waikoloa Luxury Cinemas. Take pictures and tag between February 4 - 6. Winner will be announced on February 7 via social media.

For more details, visit www.queensmarketplace.com. The use of face masks and social distancing protocols are required. Queens' MarketPlace adheres to all Covid-19 safety guidelines including the use of face masks and social distancing.

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Queens' MarketPlace in Waikoloa Beach Resort, owned and operated by commercial real estate company Alexander & Baldwin: (NYSE:ALEX) has earned a reputation among kama'āina and visitors as "the gathering place of the Kohala Coast," with an eclectic mix of locally-owned shops, national retailers, notable restaurants, a gourmet

grocery store, a luxury cinema, a yoga studio, art galleries, and a top-rated salon and day spa. For more information, visit www.QueensMarketplace.com or call 886-8822.

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