

**For Immediate Release**

**The Avenue of Stars and K11 MUSEA co-host Hong Kong's first cultural waterfront market “Night Market by The Sea”, featuring nearly 30 local brands with own distinctive characters and inspired by movies**



Starting from 22 September, the Avenue of Stars and K11 MUSEA will co-host “Night Market by The Sea” to drive the city's nighttime economy.

**15 September 2023, Hong Kong** – Starting from 22 September, the Avenue of Stars and K11 MUSEA will co-host its first-ever cultural waterfront market – “Night Market by The Sea” – throughout four consecutive Friday and Saturday nights to drive the city's nighttime economy. The open-air market offers diversified local and ethnic fermented handicrafts and specialty drinks produced by 30 local brands. The GDCD Association and Yau Tsim Mong District Office will organise the first-ever night “Star Run” on 22 September. The night run will lead participants through K11 MUSEA and wind its way along the Tsim Sha Tsui promenade, setting the stage for a new fusion of nighttime sports and entertainment and as kick-off of “Night Market by The Sea”.

**First-ever Victoria Harbour Night Run Event “Star Run” will be Held on 22 September**

On the occasion of the first National Day Golden week and Mid-Autumn Festival following the full border reopening, K11 MUSEA will host the nighttime promotional campaign “Night at MUSEA,” which includes the collaboration with Avenue of Stars Management Limited to organize the “Night

Market by The Sea" along the waterfront. In addition to the vibrant market, live music performances with a theme of iconic movie songs will pay tribute to domestic and international pop cultures. "Night Market by The Sea" will be open from 5:00 PM to 11:00 PM, allowing citizens and tourists to enjoy a unique night market experience while appreciating the breathtaking sunset and Victoria Harbour night view accompanied by live performances.



There will be live music performance with a theme of iconic movies songs in "Night Market by The Sea" co-organized by AOS Management Limited and K11 MUSEA.

Infusing vibrant energy to the Tsim Sha Tsui waterfront throughout the evening, the GDCC Association and Yau Tsim Mong District Office will organise the first-ever night 'Star Run' on 22 September. The night run will lead participants through K11 MUSEA and wind its way along the Avenue of Stars, setting the stage for a new fusion of nighttime sports and entertainment. Beginners can participate in a leisurely route of approximately 2 kilometers, round-trip between K11 MUSEA and Clock Tower in Tsim Sha Tsui. Experienced participants can take on the challenge route, which covers K11 MUSEA, Clock Tower, Tsim Sha Tsui Promenade, and returns to K11 MUSEA.

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**Please download high-resolution photos and videos with the following link:**

<https://drive.google.com/drive/folders/1voJYe-PujxFeTRjONMLwFCyltVMWVxdI?usp=sharing>



## **About Avenue of Stars**

The Avenue of Stars, sponsored and built by New World Development, was first opened in 2004 to pay tribute to the region's most celebrated figures in the movie industry. Located along the stunning Victoria Harbour, it has become a must-visit Hong Kong destination for both local and international visitors.

In 2019, New World Development commissioned the revitalisation of the Avenue of Stars, incorporating new features such as arts and cultural elements, a wide range of amenities, and eco-friendly designs. With its iconic statues and over 100 celebrity handprints, the Avenue of Stars, situated within Victoria Dockside, has transformed into a world-class waterfront landmark that integrates film, culture and leisure.

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