



For Immediate Release

Macau Tower CNY Charity Walk 2025: Reaching New Heights in the Year of the Snake

[31 January 2025 – Macau] Macau Tower Convention & Entertainment Centre (“Macau Tower”) continued its tradition of organizing the annual CNY Charity Tower Walk on the third day of the Chinese New Year. More than 2,300 participants joined today and ascended to the tower top for good fortune.

The Tower Walk is divided into two sessions: the full-course challenge “Strike it Rich” in the morning, and a half-course challenge “Shortcut to Riches” in the afternoon. The morning's full-course tower climb was divided into men's, women's, and youth divisions, with around 600 participants trekking up 1,298 steps from ground level to 61/F and competing for the glory of the fastest “tower climbers”. This year, the champion of the Men’s race, Mr. Wong Kwok Wa, finished at nine minutes eighteen minutes, where the champion of the Women’s race, a first-time participant, Ms. Yeung Man Kiu, crossed the finish line at 11 minutes and 21 seconds. She expressed after the race, “I am delighted to join the race on the third day of Chinese New Year. Climbing the tower bears the auspicious blessing of continuous success in Chinese culture. We encouraged each other before the race and the spirit was high amongst the participants.” In the afternoon, the half-course challenge “Shortcut to Riches” was held starting from 38/F, being a more relaxing activity for participants to enjoy the splendid view on their way to the Tower top.

Since its introduction in 2009, the CNY Charity Tower Walk has attracted more than 20,000 citizens and tourists to join over the years. With the strong support from Skypark Macau Tower, Macau Coca Cola, Macau Flying Eagle Association and Macau Red Cross, the annual event marks a joint effort to extend our good will for Macau and its citizens in the New Year. The event also raised funds for Macau Red Cross, sending the New Year wishes to the needy.

Mr. Francis Lam, Executive Manager of Macau Tower, said, “The CNY Charity Tower Walk has become a traditional event during the Chinese New Year in Macau. We sincerely thank everyone for their tremendous support and participation. Wishing everyone prosperity in the Year of the Snake, with success and happiness filling your homes! Macau Tower looks forward to creating more wonderful and unforgettable memories with you in the new year.”

To celebrate the Year of the Snake, Macau Tower will host a variety of events on the fourth day of the Chinese New Year, along with a dazzling array of dining discounts and promotions during the festive season. Additionally, several Snoopy-themed photo spots will be set up, including a 9-meter-tall inflatable Snoopy on the convention rooftop of the tower, symbolizing soaring to new heights and achieving great success!

Winners of the full-course session “Strike it Rich”:

Category	Winners:	Finishing Time:
Men	Champion: Wong Kwok Wa 1st Runner Up: Lei Ka 2nd Runner Up: Kong Chi Lok	09'18" 09'49" 10'31"
Women	Champion: Yeung Man Kiu 1st Runner Up: Leona Chim 2nd Runner Up: Cai Li Qin	11'21" 11'58" 14'40"
Junior	Champion: Lai Kin Seng 1st Runner Up: Wong Cheok Fei 2nd Runner Up: Leung Zhi Xuan	09'59" 12'42" 13'28"

For further information about Macau Tower, please visit Macau Tower website www.macautower.com.mo, or contact:

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Photo Captions:

1.



Officiated by Mr. Francis Lam, Executive Manager of Macau Tower (2nd from the left), Ms. Elsa Law, Sales Director of Skypark Macau Tower (3rd from the left) and Mr. Chum Pak Tak, President of Directive Council of Macau Red Cross (3rd from the right), the 14th Macau Tower CNY Charity Walk opening ceremony marked the start of the exciting stairs-climbing event.

2.



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3.



The morning's full-course tower climb challenge “Strike it Rich” came to a successful conclusion attracting around 600 participants.

4.



Participants trekking up 1,298 steps from ground level to 61/F and competing for the glory of the fastest “tower climbers”.

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A group photo of the winners with the “the God of Wealth” and the Macau Tower CNY mascot.

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