

[Press release]

Mira Mall and Miramar Shopping Centre"Mira • cle Noel"

Mira Mall brings you Hong Kong's very first interactive musical theatre this Christmas, giving you the chance to perform your beautiful festive tunes! Thanks to an interactive keyboard Christmas tree standing at 10 meter tall, live music parade and the biggest interactive piano stage of the year, you and your loved ones will be blessed with a very memorable Christmas this year!

10-Meter-Tall Interactive Keyboard Christmas Tree

21st November – 4th January | 12pm – 10pm | Miramar Shopping Centre B1 Atrium

Standing at 10 meter tall, this Christmas tree allows you to unleash the musician in you and perform your beautiful festive tunes. Now get ready to stun the world!



MIRAMAL 美麗華商場

5-Meter-Wide Piano and Dancing Stage

21st November – 4th January | 12pm – 10pm | Miramar Shopping Centre G/F Lobby

Like Miramar Shopping Centre's Facebook page now and get on the unique interactive dancing stage of the year* to flaunt your musical and dancing chops! There will be a special dance performance on 13th, 20th, 21st, 24th, 25th, 27th, 28th and 31st December and 3rd January at 3pm to heighten your Christmas spirits.



*Each shopper is entitled to particiate once every day during the campaign period.

"Mira • cle Noel" Kick-off Ceremony

27th November | 2:30pm | Miramar Shopping Centre B1 Atrium

Popular singer-songwriter Ella Koon delivered a surprise performance at the mall and officiated at the "Mira • cle Noel" kick-off ceremony.







Live Music Parade

20th, 21st, 24th, 25th and 31st December | 4:30pm

A live music parade comprising accordion, saxophone & guitar players will perform live to make you feel festive! They will also give out shopping coupons to heighten your merriment.

Mira Christmas Carol

Miramar Shopping Centre G/F Lobby

Various musical groups will spread joy, love and hope with their elegant Christmas music.

Performing Acts	Date	Time
Double Mallet	13 th , 27 th and 28 th December and	
Ringers(Handbell)	3 rd January	6pm
Un momento (A Capella)	21 st , 24 th , 25 th and 31 st December	6pm
Hong Kong Zhang		
Shixiang International		
Violin School	13 th December	4:30pm

Limited Edition Mira Mall x Venchi Chocaviar Chocolate Gift Set

17th November – 4th January | 12pm – 10pm | Concierge, Mira Mall 1/F

Simply spend HK\$1,200** or more with your EPS or credit card at Mira Mall or Miramar Shopping Centre to redeem a box of limited edition Mira Mall x Venchi Chocaviar chocolate (HK\$328).

MIRAMAL 美麗華商場

**Please present at most 2 same day machine-printed receipts from the same cardholder and the corresponding EPS/ credit card sales slips for redemption. Each shopper is entitled to participating once in one day. Daily quota applies, while stock lasts.



St Andrew's Church's Fundraising Exhibition

23rd November – 4th January 10am – 10pm | Shop No. 203, Mira Mall

Mira Mall provides the venue for the fundraising exhibition organized by St Andrew's Church this Christmas. Featuring works donated by local artists who are passionate about art, the exhibition's full proceeds will go to St Andrew's Church for its development and expansion.





About Mira Mall and Miramar Shopping Centre

As a shopping, dining and business hub, Miramar Shopping Centre and Mira Mall enlivens the prime frontage on Nathan Road. Complete with 500,000 sq ft of retail space, 700,000 sq ft of Grade-A office space and 5-star hotel The Mira Hong Kong, the complex boasts shopping, dining, working and entertainment all under one roof. Home to more than 130 upscale lifestyle stores, from renowned international brands to fashion-forward Asian labels, Miramar Shopping Centre and Mira Mall is also a foodie paradise with over 30 restaurants and cafes, including Michelin starred and recommended eateries.

For media inquiries, please contact:

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