

Press Release

CA05/2024

(Photo Download Link: https://bit.ly/NP360_Easter2024)

Beloved “Very Miss Rabbit” Bounces to Hong Kong for the First Time
Join the Very Miss Rabbit Egg Hunt Party at Ngong Ping 360!
Begin the Egg Hunt Game with Child Round-trip Tickets and Win Gifts
Let’s Egg-splare this Easter with a Series of Exciting Activities!



(Hong Kong - March 22, 2024) With its adorable expressions and endearing charm, “Very Miss Rabbit” has been crowned LINE Official Sticker Champion of the Year six times. Just after the Year of the Rabbit, “Very Miss Rabbit” bounces from Taiwan to Hong Kong for the first time this Easter, to bring the **Very Miss Rabbit Egg Hunt Party@Ngong Ping 360**. Follow the cute rabbit as it guides you on your Easter adventure at Ngong Ping 360!

Very Miss Rabbit Egg Hunt Party@Ngong Ping 360 will take place from March 23 to April 21. During this period, a limited number of cable cars will be dressed up in “Very Miss Rabbit” themed decorations, a 3.5-meter-tall giant “Very Miss Rabbit” Easter installation will be set up at Ngong Ping Village, and the “Very Miss Rabbit” mascot will also make appearances at Ngong Ping Village to meet and greet fans! What’s more, guests who purchase a child round-trip cable car ticket will receive a complimentary “Egg Hunt Kit” and can participate in the Egg Hunt Game to win a “Very Miss Rabbit” exquisite gift! Guests can also unleash their creativity by creating colorful Easter eggs at the Hand-painted Easter Egg Workshop!



Very Miss Rabbit's Whistle-stop Tour Brings the Egg Hunt Party to Hong Kong

During the Easter holidays (March 29 to April 1), Ngong Ping 360 will be welcoming little explorers with **Very Miss Rabbit Egg Hunt Party**. Guests who purchase a child round-trip cable car ticket will receive a complimentary "Egg Hunt Kit", which includes a cute rabbit ear headband and an Egg Hunt Party Game Card. By collecting stamps at 5 designated standees at Ngong Ping Village, guests can win a "Very Miss Rabbit" exquisite gift!



Ride with Very Miss Rabbit in Themed Cable Car

During the event period, a limited number of cable cars will be dressed up in "Very Miss Rabbit" themed decorations. Catch a ride on the unique **Very Miss Rabbit-themed Cable Car** and go egg-sploring!



Embrace the Easter spirit and Meet & Greet Very Miss Rabbit

Want to catch a photo with "Very Miss Rabbit"? The Stupa Square at Ngong Ping Village will feature a 3.5-meter-tall giant "Very Miss Rabbit" Easter installation, making a perfect photo spot. Adding to the excitement, the "Very Miss Rabbit" mascot will also make appearances at the Ngong Ping Village to greet fans! Take note of the meeting time and place of **Very Miss Rabbit Meet & Greet** and don't miss a chance to leave Easter memories with "Very Miss Rabbit"!



Hand-paint Your Own Easter Egg and Unleash Creativity

Let your creativity blossom this Easter! Ngong Ping Village will host **Hand-painted Easter Egg Workshop** every weekend during the event and Easter holidays. Simply present your cable car ticket with spending receipt from any Ngong Ping Village merchants to join the workshop. Design your own Easter egg under the guidance of art instructors and let your creativity run wild!



Capture the Moment with Exclusive Photo Frames

Preserve the wonderful moments you spent with your loved ones at Ngong Ping Village with two exclusive **Very Miss Rabbit-themed Photo Frames**. Let the cute rabbit accompany you to capture the cherished memories!

Appendix:

Very Miss Rabbit Egg Hunt Party@Ngong Ping 360	
Date:	March 23 to April 21, 2024
Time:	10am to 6pm
Location:	Ngong Ping Village

Very Miss Rabbit Egg Hunt Party	
Date:	March 29 to April 1, 2024
Time:	11am to 5pm
Location:	Ngong Ping Village
Gift redemption location:	Holidays 360 Information Center
Details:	<p>Guests who purchase a child round-trip cable car ticket will receive a complimentary "Egg Hunt Kit" *, which includes a cute rabbit ear headband and an Egg Hunt Party Game Card. By collecting stamps at 5 designated standees at Ngong Ping Village, guests can win a "Very Miss Rabbit" exquisite gift#.</p> <p>* The quantity of "Egg Hunt Kit" is limited and is available on a first-come first-served basis. # Photos are for reference only. The quantity of gift is limited and is available on a first-come first-served basis while stocks last.</p>

Very Miss Rabbit-themed Cable Car	
Date:	March 23 to April 21, 2024
Time:	10am to 6pm
Details:	<p>Lucky guests will have the chance to take rides on the "Very Miss Rabbit" themed cable car*.</p> <p>* "Very Miss Rabbit" themed cable cars are limited in number and appear randomly. The actual cable car opening hours may differ. Please refer to the announcement on the official website for details.</p>

Very Miss Rabbit Meet & Greet

Date:	March 29 to April 1, 2024
Time & Location:	<ul style="list-style-type: none"> - 12:30 pm (Stupa Square) - 1:30 pm (Bodhi Tree) - 2:30 pm (Bodhi Tree) (Around 20 minutes per session)
Details:	"Very Miss Rabbit" mascot will meet fans at designated time at Ngong Ping Village.

Hand-painted Easter Egg Workshop

Date:	March 23 to April 21, 2024 (Saturday, Sunday & Public Holidays, except Ching Ming Festival)
Time:	11am to 5pm
Location:	The Pavilion
Details:	<p>Guests with on day cable car ticket and spending receipt from any Ngong Ping Village merchants can participate in the Hand-painted Easter Egg Workshop*.</p> <p>* Subject to a daily quota and is available on a first-come, first-served basis. Sales receipt from Ngong Ping Village's kiosk is not acceptable.</p>

Very Miss Rabbit-themed Photo Frames

Date:	March 23 to April 21, 2024
Time:	11am to 5pm
Location:	Holidays 360 Information Center
Details:	Preserve the wonderful moments you've shared with your loved ones at Ngong Ping Village with two exclusive "Very Miss Rabbit" themed photo frames.

About Ngong Ping 360

As a major tourist attraction located on Lantau Island in Hong Kong, Ngong Ping 360 offers guests an exciting and unique natural and cultural experience. The Ngong Ping Cable Car stretches 5.7 km from Tung Chung to Ngong Ping and is the longest bicable cable car system in Asia. It offers a visually spectacular 25-minute journey with panoramic views of the flora and fauna of North Lantau Country Park, Tung Chung Bay, the Hong Kong–Zhuhai–Macao Bridge and Hong Kong International Airport.

In 2022, Ngong Ping 360 launched “Crystal+”, a new type of cabin developed in France and Italy. All sides and the bottom of the “Crystal+” cabin are made of fully transparent tempered glass, providing our guests with 80% visibility and an unobstructed 360° panoramic view of Lantau Island to create an extraordinary travel experience.

About Very Miss Rabbit

Since its first appearance in March 2016, “Very Miss Rabbit” has successfully captured the hearts of many with its adorable appearance, quirky personality and resonating interaction with the “Little Naughty Dog”. The character has thus gained huge popularity rapidly, holding the title of LINE Official Sticker Champion of the Year for six years. It has also collaborated with numerous renowned brands, occupied prominent retail channels with its merchandise, and organized various large-scale events. Additionally, the unique singing voice of “Very Miss Rabbit” has garnered over a million hits on YouTube with several cover songs.

The creator of “Very Miss Rabbit” Mr. Chen Shao Chien does not own an undergraduate degree in fine arts, but his passion and talent on drawing motivated him to continue his creations while juggling a busy work life. Mr. Chen has created diverse characters and experimented with various themes for many years, but “Very Miss Rabbit” stands out the most and best showcases his creativity and dedication. He hopes that “Very Miss Rabbit” provides a light-hearted experience to the public in the midst of hectic lifestyles.