

Press Release

For Immediate Release

Winter Wonderland at Vibes to dazzle the stars with an All White Xmas Party

14 December 2011, Hong Kong: A white winter dreamed of by everyone will glamour up the hidden hot spot of Tsimshatsui's nightlife on the magical night of the Christmas Eve, crowning the festive programme of the **24th of December** at The Mira Hong Kong.

As if touched by a Snow Queen, exotic frangipani tree tops will be adorned with glistening snowcaps, sprayed with glitter creating a stylish **Winter Wonderland**. Crystal snowflakes will be hanging from the trees and frames of the cabanas. Filled with miniature Christmas trees uplit from below the chic al fresco lounge bar will glow in shades of pearl white and icy blue. Live fires beaming from the brushed steel lotus flowers will add to a dramatic, visually stunning effect of perfect winter surroundings in the middle of Hong Kong's urban jungle.

A wide selection of exclusively prepared **winter cocktails** to share from crystal pitchers with long straws, perfect martinis, chilled champagne, mulled wine and super premium Belvedere vodka will be offered to the stylish guests and light snacks will be available for order. Chilling in-between the milky light boxes young crowd of design-driven clubbers will taste an exotic range of **fresh fruit** and **flavoured shishas**.

Guests will be showered with Christmas lollies, cotton candies and all winter chic best-dressed couples and Santas will stand a chance of receiving hot giveaways.

Live DJ will get the hip crowd moving to a vibrant mix of club and house music. Engaged to dance away the starry night and mingle until late hours, guests of the white Xmas Eve Party will ring in the arrival of Christmas in style, an avant-garde alternative to Season's celebrations.

Vibes opens the secret gates to Winter Wonderland at **8pm** and entry is **free of charge** with no minimum spend per person.

Limited number of **exclusive seating areas** in private corners and upper deck cabanas, accommodating groups of ten or more, require minimum spend of HK\$3,000 per table.

For table reservation, please call 2315 5999

- ends -

About Vibes

Hong Kong's secret al fresco venue, the fifth floor garden lounge doubles up as a lush outdoor space to unwind in style or dance away the night. Lotus-shaped open fires, running waterways and private cabanas create an exclusive haven in the city. One of the three unique bar and lounge concepts of The Mira Hong Kong, Vibes offers mouth-watering tapas menu and unique treasure of liquid delights which includes wide selections of fine wines, classic and signatures cocktails.

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free, design hotel with a total of 492 guest rooms, including a collection of 56 suites and specialty suites, which is centrally located in Tsimshatsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district. A close walk to the local underground, railway stations and the Star Ferry, the hotel – overlooking the lush Kowloon Park – easily connects to all parts of the vibrant metropolis.

The Mira Hong Kong is a member of Design Hotels™, HIP Hotels, Tablet Hotels, Kiwi Collection, Minimo Hotels and The Chic Collection.

www.themirahotel.com

- ends -



The ever green al fresco lounge bar will turn into an all-white “Winter Wonderland” on the magical Eve of Christmas



Winter Chic-dressed party crowd will be hidden under the snow caps covering the frangipani trees



Christmas lollies, cotton candies will sweeten the cheer of white Xmas party



Fabulous winter cocktails, mulled wine and frosty premium vodka will warm up the party crowd

For media enquiries or additional images, please contact:

Nicole Ko

Director of Communications | The Mira Hong Kong
Tel +852 2368 1111 | Tel +852 2315 5329 (direct) | Fax +852 2369 0972
nicole.ko@themirahotel.com

Jakub Lewandowski

Assistant Public Relations Manager | The Mira Hong Kong
Tel +852 2368 1111 | Tel +852 2315 5181 (direct) | Fax +852 2369 0972
jakub@themirahotel.com

Elizabeth Yau

Public Relations Officer | The Mira Hong Kong

Tel +852 2368 1111 | Tel +852 2315 5142 (direct) | Fax +852 2369 0972

elizabeth.yau@themirahotel.com