

Press Release

For Immediate Release

The Mira Hong Kong's *Magical Masquerade* to ring in with flair

14 November 2011, Hong Kong – The Magical Masquerade at The Mira Hong Kong calls for a celebration as it unveils a dazzling programme sprinkled with a generous doze of MiraMagic stardust. The hotel has setup a stunning display of purple and silver masquerade mannequins in its contemporary lobby ushering the soon arrival of the most anticipated festive season of the year and invites to indulge in a glittering array of Christmas and New Year's Eve festivities.

Christmas choir performances adding up to the merry mood in the hotel lobby, Whisk and Cuisine Cuisine on Christmas Eve and Christmas Day; **Santa Claus** spreading the joy in Yamm together with the **Close-Up Magic** shows; and not-to-be-missed **The Mira Masquerade Magic Party** under the stars in Vibes' chill garden with open bar from 11pm till 2am, DJ and creative dancers producing breathtaking performance among lotus shaped fires, will all mark a grand finale for 2011.

Christmas Joy at Yamm, WHISK and Cuisine Cuisine; Sweet Paradise at Room One

The real festival begins on a snow-white plate and comes with all the irresistible trimmings. **Yamm's** famous buffet will be all about Christmas this December with tender Honey Glazed Gammon Ham and Roasted Rib Eye, and Roast Turkey and Prime Rib as highlights. At **Cuisine Cuisine**, guests will enjoy a whole new festive choice of succulent Set Dinner Menus from Christmas Eve to New Year's Eve inclusive. At **WHISK**, abundance of warming, winter flavours make a genuine fête de Noël completed with resident DJ on the decks that will sprinkle some magic dust to adorn the Christmas Day and lift the guests up on the New Year's Day after starry countdown to 2012 at Vibes. Festive welcome cocktails and special party favours will add luster to Chef William's gourmet creations. At **Room One** throughout December a pairing made in Paradise awaits with France's most exquisite Champagne and COCO's decadent desserts. Countdown Party with live band will extend the magic of rhythms of the night into 2012.

Festive Goodies and Christmas Hampers from COCO

COCO's jewelry boxes will be filled with sweet gems created by The Mira Hong Kong's Executive Pastry Chef, Jean-Marc Gaucher. Hand-crafted, visually stunning and delectable, simply melt-icious delights will come in elegant, decorative boxes. Christmas gift-giving is all wrapped up with the three gorgeous hampers packed with gourmet style and luxuries to suit all tastes. These are designed to be Hong Kong's most desirable gifts this season.

The Mira Festive Counter setup in the hotel lobby will be distributing festive dining and New Year's Party tickets, and taking orders for COCO's Christmas goodies from 28 November till the end of December. Please contact 2315 5885 or alternatively book and order online at www.miramar-shopping.com.

MiraMagic Christmas

Fabulous suite with double Jacuzzi and steam bath is a perfect private space for celebrations and intimacy with a beloved. The package includes a stay in the Spa Suite for two with breakfast served to room, a bottle of excellent red wine, and special gifts for him and her. Festive fun starts from HK\$3,988 plus 10% service charge per room per night is offered from 15 December 2011 to 1 January 2012. Early bookings are recommended, please call 2315 5605.

All hotel guests can enjoy romantically **festive in-room menu** on Christmas Eve, Christmas Day, Boxing Day and New Year's Eve and New Year's Day. Filled with winter delights and Christmas classics, from rich appetizers to sinful desserts, the fabulous menu was created for those choosing the festive privacy.

December Decadence at MiraSpa

December is the perfect time to treat yourselves with heavenly experiences to discover your inner and outer festive glow: an aromatic VIP spa ritual for couples (HK\$2,500 for 2 persons); Sugar and Spice ritual with a body scrub and cinnamon-infused massage (HK\$1,200 per person); the MDT5 Vita-Fusion Facial for instant beauty flash (HK\$1,300 per person).

For treatment bookings, please call 2315 5500.

Food & Beverage Promotion Details

Outlet	24 Dec (Sat)	25 Dec (Sun)	31 Dec (Mon)	1 Jan 2012 (Tue)
Yamm	<p>Christmas Eve buffet brunch 11:30am – 3:00pm HK\$408 per person (Adult) HK\$248 per person (Child)</p> <p>Christmas Eve buffet dinner first round 5:30pm – 8:00pm HK\$888 per person (Adult) HK\$538 per person (Child) second round 8:30pm – 11:00pm HK\$988 per person (Adult) HK\$588 per person (Child) For Christmas Eve, enjoy a dinner buffet inclusive of one glass of juice, beer, or wine. Expect a Close-up Magic show and Santa Claus spreading the cheer!</p>	<p>Christmas Day buffet brunch first round 11:30am – 1:30pm HK\$448 per person (Adult) HK\$268 per person (Child) second round 2:00pm – 4:00pm HK\$348 per person (Adult) HK\$218 per person (Child) On Christmas Day, to make the sumptuous feast even more cheerful, Santa Claus will be spreading the joy!</p> <p>Christmas Day buffet dinner first round 5:30pm – 8:00pm HK\$788 per person (Adult) HK\$478 per person (Child) second round 8:30pm – 11:00pm HK\$888 per person (Adult) HK\$538 per person (Child) For Christmas Day, indulge in a dinner buffet inclusive of one glass of juice, beer, or wine. Close-up Magic show and Santa Claus will be there, too.</p>	<p>New Year's Eve buffet dinner first round 5:30pm – 8:00pm HK\$518 per person (Adult) HK\$298 per person (Child) second round 8:30pm – End HK\$888 per person (Adult) HK\$538 per person (Child) This New Year's Eve, indulge in a dinner buffet inclusive of one glass of juice, beer, or wine. The Close-up Magic show will keep you on the edge of your seat!</p>	<p>New Year's Day buffet brunch 11:30am – 3:00pm HK\$368 per person (Adult) HK\$218 per person (Child)</p> <p>New Year's Day buffet dinner 1 Jan 2012 6:30pm – 10:00pm HK\$608 per person (Adult) HK\$368 per person (Child)</p>

<p>WHISK</p>	<p>Christmas Eve set lunch 12nn – 3:00pm 3-Course Set menu for HK\$350 per person.</p> <p>For Christmas Eve, enjoy a set lunch inclusive of complimentary glass of soft drink, fruit juice, house beer, or house wine.</p> <p>Christmas Eve set dinner 6:00pm -10:30pm 6-Course Set menu for HK\$1,688 per person with a complimentary festive welcome cocktail.</p>	<p>Christmas Day brunch 12nn – 3:00pm HK\$888 per person (Adult) HK\$408 per person (Child)</p> <p>For Christmas Day, indulge in a vast appetiser buffet plus a wide selection of mains, cooked to order and served to table, inclusive of Louis Roederer champagne, selected house wine and beer plus soft drinks. Our resident DJ on the decks will put you in a merry mood!</p>	<p>New Year's Eve set dinner 6:00pm - end 8-Course Set menu at HK\$1,888 per person with special party favours.</p> <p>Enjoy a cool, classy WHISK countdown to the New Year and toast the arrival of 2012.</p>	<p>New Year's Day brunch 12nn – 3:00pm HK\$888 per person (Adult) HK\$408 per person (Child) The New Year's Day Brunch is inclusive of champagne, beers, delectable cocktails and soft drinks and our resident DJ on the decks.</p>
<p>Cuisine Cuisine at The Mira</p>	<p>all you can eat dim sum lunch HK\$198 per person first round 10:30am – 12:45pm second round 1:15pm – 3:00pm Don't miss this fabulous feast of Cuisine Cuisine's famous dim sum! Treat your family – there are classic favourites for everyone.</p> <p>christmas eve dinner Set menu and a la carte, HK\$688 or HK\$888 per person</p>	<p>Christmas Day dinner Set menu and a la carte, HK\$688 or HK\$888 per person</p>	<p>New Year's Eve dinner Set menu and a la carte, HK\$688 or HK\$888 per person</p>	
<p>Vibes</p>			<p>The Mira Masquerade Magic Party Time: 9pm – Late Entertainment: DJ and Creative Dancing/ Countdown to 2012.... Dress Code: Magic Glamour Venue: Vibes, 5/F, The Mira Hong Kong VIP Tables: HK\$2,012 for a private table with seating for 8-10 guests, including one bottle of champagne and a deluxe snack platter. Terms & Conditions: Tickets are not included in this table booking price and</p>	

			<p>must be purchased in addition to the table booking fee. Full deposit is required to confirm and guarantee the booking. Tickets are available for sale starting 28 November 2011 EARLY BIRD: HK\$600 net per person when purchased on 28 Nov – 10 Dec inclusive ADVANCED: HK\$750 net per person when purchased on 11 – 30 Dec inclusive AT THE DOOR: HK\$850 net per person when purchased on 31 Dec Price includes Open Bar with standard drinks from 11pm to 2am and snacks at 2am</p>	
Room One	<p>perrier jouët x COCO Throughout December enjoy France's most exquisite Champagne and COCO's decadent desserts. Choose a free solo dessert when you buy 2 glasses of Perrier Jouët Grand Brut NV or Perrier Jouët Blason Rose.</p>			New Year's Eve Countdown with Live Band
COCO	<p>Tempting gifts</p> <ul style="list-style-type: none"> • Whisky Chocolate Truffle HK\$20/pc • Chocolate Truffle "Praline Rocher" HK\$20/pc • Christmas Chocolate Tree HK\$42/pc • Chocolate Christmas "Android" HK\$45/pc • Lollipop "Buche de Noel" HK\$45/pc • COCO's Stollen Bread HK\$110/pc • Mont-Blanc Chestnut Yule Log Cake HK\$290/lb • Matcha Cream Yule Log Cake HK\$290/lb • Mince Pie HK\$40/pc • Christmas Brandy Pudding HK\$80/pc • Assorted Christmas Cookies HK\$350/kg <p>mirAmazing hampers</p> <p>Priced at HK\$1,788, La Gioia Hamper is filled with rare delights for connoisseurs: chestnut honey <i>Casa Rinaldi</i>, crème de Volaille au vin de Madère <i>Sarrade</i>; Italian biscotti and gourmet sea salt; COCO cookies, chocolate, traditional Stollen and signature coffee blend; excellent red wine <i>Côtes du Rhône Exaltation les Colombes</i>; luscious sweets from <i>Dean & Deluca</i>...and the list continues.</p> <p>L'amore Hamper will raise the heartbeats at HK\$2,688 holding abundance of delicacies: a bottle of <i>Louis Roederer Champagne</i> and organic red wine <i>Château La Rose de Palenne</i>; whole duck foie gras jar <i>Sarrade</i> and French dry sausage loop <i>Salaisons Pyreneennes</i>; balsamic vinegar 8 stars <i>De Nigris</i>; Italian biscotti, Panettone and fragrant chestnut honey <i>Casa Rinaldi</i>; exquisite sweet treats from COCO... and plenty more.</p> <p>Crowning the collection, De Luxe Hamper at HK\$3,888 encases deluxe indulgence in most exquisite forms: a bottle of <i>Louis Roederer Champagne</i> with two prestigious <i>Spiegelau Adina</i> glasses and <i>Premium Shanghai White</i> vodka; couturier's bottle of olive oil <i>Estoublon</i>; a bottle of Dow's Port Reserva <i>Chocolate Nirvana</i>; unique Morello cherries in a jar <i>Griottines</i>; aromatic jasmine flowers jam and supreme vinegar with raspberry pulp <i>Plantin</i>; whole duck foie gras jar <i>Sarrade</i>; Panettone, Xmas chocolate truffles from COCO in a gift-box and other treats of pure luxury.</p>			

Terms and Conditions:

- Prices quoted above are subject to change without prior notice
- Full amount must be paid upon reservation
- All prices listed above are subject to 10% service charge, unless stated otherwise
- Child price is 3 to 11 years old inclusive

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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



The Mira Hong Kong Spa Suite

MiraMagic Christmas for festive fun and pampering



Matcha Cream Yule Log Cake

Artistic cakes will decorate COCO's jewelry cases



L'amore and La Gioia

Elegant hampers with unique treats for connoisseurs

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