

## **Sa Sa Ladies' Purse Day - Activities Fact Sheet**

### **Sunday 5 November - Sha Tin Racecourse**

The highly anticipated "Sa Sa Ladies' Purse", an international Group 3 race over 1800m, will be staged as the feature race, with total prize money of HK\$3 million. Ten races are programmed for the day, with the first starting at 1pm. Sha Tin Racecourse will open at 11 am on 5 November.

#### **1) Sa Sa Ladies' Purse Day Brooch**

Racing fans attending Sha Tin and Happy Valley racecourses will each receive a Sa Sa Ladies' Purse Day Brooch as a door gift. This year's souvenir brooch featuring a horse graphic using abstract lines is designed by internationally-renowned artist Jayson Atienza. The gift will be distributed until the start of Race 5 or while stocks last.

#### **2) Meng Zi-Yi attends Sa Sa Ladies' Purse presentation ceremony**

Renowned Asian actress Meng Zi-Yi will be this year's Sa Sa Ladies' Purse Day ambassador. She will join Chairman and CEO of Sa Sa International Holdings Ltd Dr Simon Kwok Siu Ming and Vice-Chairman Dr. Eleanor Kwok to present commemorative trophies to the Sa Sa Ladies' Purse winning connections.

#### **3) "Hong Kong Beauty & Glamour" Fashion Show**

Irish milliner Noeleen Armstrong Kish will present her hat collection in collaboration with famous Hong Kong designer Doris Kath Chan. The collection will make its debut on the catwalk to the theme of "Hong Kong Beauty & Glamour" together with renowned actress Grace Chan and top models.

#### **4) Sa Sa Beauty Bazaar**

Racegoers can enjoy shopping at Sa Sa Bazaar for beauty and skincare products, perfumes and exclusive value packs, with a special offer of up to 60% off various brands including Eleanor from Japan; SUISSE PROGRAMME from Switzerland; banila co, Dr.G from South Korea; and NUXE from France.

#### **5) Sa Sa Make-up Workshop**

At the Sa Sa Make-up Workshop at the Concourse, racegoers can enjoy a professional make-up service for only HK\$50 and receive a HK\$50 voucher (upon purchase of Eleanor, Cyber Colors and sasatinie products with net value over HK\$150).

#### **6) "The Beautiful Moment" Competition**

Snap a selfie or take a video during the Sa Sa Ladies' Purse Day and share it on Instagram with the hashtag #LadiesPurseDay on 5 November by 3pm for a chance to win an exclusive gift from Sa Sa. An interactive photo booth "Bullet-Time Photo Kiosk" will be available for racegoers to take rapid-fire selfies using multiple cameras from 180 degree angles to capture the very best moment.

#### **7) Millinery Pop-Up Shop**

Some of the most gorgeous pieces of headwear by milliner Irene Yip will be available for sale at a special booth situated on 1/F of the Members Stand.

#### **8) Themed Merchandise**

An extensive array of delightful Sa Sa Ladies' Purse Day-themed merchandise carrying the horse graphic designed by Jayson Atienza will be available for sale at the Concourse Sales Counter and Gift at Races at Sha Tin Racecourse, while stocks last. The exquisite and limited products include watches, scarves, handbags, wallets, umbrellas and windbreakers.