

NEWS RELEASE

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**NEW WORLD BEIJING HOTEL CELEBRATES CHINESE NEW YEAR
WITH COLOURFUL LION DANCE**

Today, the first day of Chinese New Year, a grand and traditional Lion Dance took place at New World Beijing Hotel to usher in the Year of the Pig, with hotel guests joining in the joyful festivity with its lively performance.

The Lion Dance is a very important tradition in China during Chinese New Year. The Chinese regard the lion as a symbol of bravery and peace and the Lion Dance is performed to ward off evil and bring an abundance of good luck and fortune. Accompanied by loud noise from a drum, gong and cymbals, evil spirits are scared away. Mr. Eddy Sarton, the hotel's general manager and Mr. Harry Zhu, the hotel's director of sales and marketing, completed the show with the customary flourish of dotting the lions' eyes with ink, in order to bestow wishes of good fortune and prosperity on the hotel in the Year of the Pig.

"As we close out the Year of the Dog and as the Year of the Pig dawns, we reflect on what we've accomplished and we're very grateful for the success the hotel has achieved in 2018," said Mr. Sarton. "We wish all our hotel associates, guests and their families a wonderful and prosperous Year of the Pig. May it be filled with an abundance of good health and happiness -- Gong Xi Fa Cai!"

The 309-room New World Beijing Hotel is the closest deluxe hotel to the Temple of Heaven and is conveniently located near Tiananmen Square, the Forbidden City and the Wangfujing shopping district. Hotel dining includes Tian Tan Kitchen, an all-day café; 8 Qi Nian Chinese restaurant; TANG lobby lounge; and YIN on 12 rooftop bar. Recreational options include a health club, spa and indoor swimming pool while meeting space totalling 1,542 square metres includes a windowed ballroom and seven function rooms. The Residence Club executive floor offers the largest outdoor terrace among Beijing's luxury hotels. For more information and reservations, please contact a travel professional, the hotel directly at telephone +86 10 5960 8888, email reservations.beijing@newworldhotels.com or visit newworldhotels.com.

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