

Press Release (Supplement/ Family and Children/ Shopping Mall Pages)
For Immediate Release

Hong Kong Gold Coast joins hands with Mr. Men Little Miss to present “Happy Farm” this Summer
Celebrate the joys of nature with fun-filled farm adventures at Gold Coast Piazza
Grow your own crop with “The Little Gold Coast Farmers Programme”
Hong Kong Gold Coast Hotel Presents “Mr. Men Little Miss Farm-tastic Summer Getaway”
A Seaside Family Escape with Exclusive Mr. Men Little Miss Gifts and Playful Experiences
Capture Joyful Moments at the Limited-Time Mr. Men Little Miss Photo Spots
A Must-Visit Summer Attraction for Fans



(Please download high-resolution images here: <https://bit.ly/3SXgnBv>)

(Hong Kong, 6 July 2026) – This Summer, Hong Kong Gold Coast is teaming up with the beloved characters of British children’s book, Mr. Men Little Miss, to present **“Happy Farm”** and **“Farm-Tastic Summer Adventure” from now until 31 August 2026**. Put on a farmer’s cap and discover the exciting bounties that await here at Hong Kong Gold Coast! Expect a variety of whimsical photo spots, family activities as well as fresh, organic vegetables and fruits from local farmers that integrate the fun of farming and appreciation for Mother Nature into a relaxing summer escape. Step into Gold Coast Piazza’s Courtyard and Farm by the Coast, where the darling characters of Mr. Men Little Miss – dressed in work shirts, farm boots and overalls – invite you to strike a pose with them. Put on a farmer’s cap for a day at the themed **farmer’s market** and **“The Little Gold Coast Farmers Programme”**

Step into a world of fun with the **“Mr. Men Little Miss Farm-tastic Summer Getaway”** at Hong Kong Gold Coast Hotel — a delightful seaside escape where families can create joyful memories together. Children will receive an exclusively designed Mr. Men Little Miss kickboard upon check-in, perfect for splashing into summer fun, and can unleash their creativity by designing their very own Mr. Men Little Miss straw hat. A variety of interactive games also awaits, ensuring endless entertainment for little ones. The hotel lobby will also be transformed into a vibrant photo playground, featuring two large-scale Mr. Men Little Miss installations. Highlights include a striking wall rising over two metres high and made up of more than 150 Mr. Men Little Miss plush toys, alongside the cheerful Happy Hill featuring a three-dimensional Mr. Happy. The installations invite guests to capture joyful moments and immerse themselves in the charming world of Mr. Men Little Miss.

To dial up the summer fun, shoppers who spend designated amounts at the **Mr. Men Little Miss Happy Farmer’s Market** can redeem the **Mr. Men Little Miss tote bag**, or at the Piazza or the Hotel’s restaurants via e-payment to redeem the **Mr. Men Little Miss picnic mat** during the campaign period!

6 Supersized Characters from Mr. Men Little Miss welcome you to Gold Coast Piazza's "Happy Farm"

This Summer, Gold Coast Piazza has transformed into a **"Happy Farm"** brimming with sunshine, laughter and the eclectic charm of the great outdoors! Spot 6 supersized photo spots at the Piazza Courtyard featuring the adorable characters of Mr. Men Little Miss. Head to the ever-smiling Little Miss Sunshine and Mr. Tall, who are tending the sunflower garden; and then to the colourful organic farm managed by Mr. Greedy and Little Miss Chatterbox before catching a break on the benches shared by Little Miss Princess, Mr. Happy, Mr. Strong and Mr. Tickle. Immerse yourself in the rustic beauty of nature's bounty and embark on a fun and unforgettable "farm-venture"!

6 Phot Spots at the Mr. Men Little Miss "Happy Farm"



Happy Sunflower Garden

The beaming Little Miss Sunshine and the towering Mr. Tall welcome you to their "Happy Sunflower Garden"! The sea of blooms – tended by these two diligent farmers – fill the garden with sunshine and laughter! Don't leave without snapping a shot with these two hardworking gardeners as you soak in a golden afternoon.



Gold Coast Farmyard

Run by Mr. Greedy – who adores food more than anything – and Little Miss Chatterbox – who loves to chat – the Gold Coast Farmyard is a bustling little paradise bursting with bountiful harvests! Slow down and take a moment to appreciate their plump, adorable pumpkins and vibrant, eye-catching fruits and vegetables!



Little Miss Princess' Leisurely Corner

The kind-hearted Little Miss Princess invites you to catch a breather, snap a shot at her dreamy alcove and appreciate all the wonders that surround you!



Mr. Happy's Hang Out

It's never a dull day when the cheerful Mr. Happy is around. Step into his resting spot teeming with laughter and joy, making it the perfect spot to hang out and take photos. Sit down, relax and a smile will soon spread across your face!



Mr. Strong's Fuel-Up Zone

See if you can match Mr. Strong's energy at his Fuel-Up Zone. He's ready to cheer everyone on with his words of encouragement and positivity. Catch him in his farmer's hat and let's celebrate summer together!



Mr. Tickle's Herb Garden

Look: Mr. Tickle is busy caring for his herb garden. Here, you can chat, share a laugh and enjoy a relaxing afternoon while discovering his world of mischievous and playful surprises!

Young Farmers at Farm by the Coast: Learn Farming Basics through Play

These adorable stars of Mr. Men Little Miss have put on their farmers' best in the Farm by the Coast on 1/F Gold Coast Piazza, where you can appreciate different kinds of organic crops and to relish a green oasis in the city.



“Happy Farmer’s Market” and Local Organic Farmers Join Hands to Bring Fresh Flavours

“Mr. Men Little Miss Happy Farmer’s Market” has curated a number of quality produce from local organic farms. On 2 August 2026, make a single spending of HK\$100 or more to redeem a specially designed **Mr. Men Little Miss tote bag** teeming with summer fun. Don’t forget to share these delicious crops with loved ones back at home!



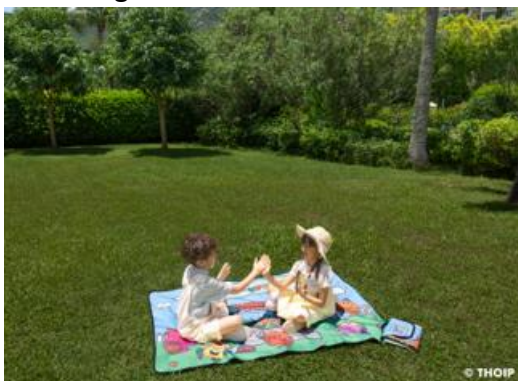
Get Up Close and Personal to Nature with “The Little Gold Coast Farmers Programme”

Children who want to experience farm life up close should not miss **“The Little Gold Coast Farmers Programme”**. Available in four sessions, children can put on their farmers’ caps and try their hand at tending to the land, learning about crop growth and appreciating Mother Nature. Aside from their potted plant, participants will also take home a “Little Farmer Kit Set”, which includes an adorable Mr. Men Little Miss sticker set, pin, tote bag and a plant care guide: what a memorable way to celebrate summer! From now to 25 July 2026, shoppers who spend HK\$1,500 or more at Gold Coast Piazza or the hotel’s restaurants via designated electronic payment methods and present up to four original machine-printed receipts and payment slips from different restaurants, may redeem one admission for **“The Little Gold Coast Farmers Programme”**. Quota is limited and available while stocks last.



Spend Designated Amounts to Redeem the “Mr. Men Little Miss Picnic Mat” for a Fun Summer ahead

From now to 31 August 2026, shoppers spending HK\$800 or more via designated e-payment on the same day at Gold Coast Piazza or the hotel’s restaurants and presenting original receipts and payment slips from up to two different shops can redeem one **“Mr. Men Little Miss picnic mat”** – the perfect companion to an unforgettable summer to come. Availability is limited and on a first-come-first-served basis.



Mr. Men Little Miss Farm-tastic Summer Getaway at Hong Kong Gold Coast Hotel — Play, Splash & Unwind Together

Make the most of the summer holidays with a joyful seaside escape filled with fun, creativity and quality family time. From now to 31 August 2026, Hong Kong Gold Coast Hotel presents the **Mr. Men Little Miss Farm-tastic Summer Getaway**, offering a memorable getaway for guests of all ages. The package includes a one-night stay in a Deluxe Seaview Room with breakfast for two adults and one child. Upon arrival, young guests will receive an exclusively designed **Mr. Men Little Miss kickboard** — perfect for taking a dip with Mr. Bump and Little Miss Hug, adding a splash of cuteness to your summer fun.



Guest-Exclusive Privileges for Endless Family Fun

Guests staying with the **Mr. Men Little Miss Farm-tastic Summer Getaway** can participate in a series of exclusive activities, upgrading family time into a play experience full of surprises! At the **Mr. Men Little Miss Straw Hat DIY Workshop**, children can colour Mr. Bump and Little Miss Princess, while adding their favourite characters to create a one-of-a-kind straw hat to take home as a keepsake. At the **Summer Game Room**, little ones can enjoy a variety of interactive games, including the **Mr. Men Little Miss Ball Sorting Challenge**, Little Sharpshooter and Curling Showdown, putting their agility and coordination to the test while having fun.



Children can also team up with their parents for the **Mr. Men Little Miss Code-Cracking Mission**! Follow the clues on the game card to locate Mr. Men Little Miss characters hidden throughout the hotel. Collect the alphabet letters held by each character and crack the code to complete the mission. Successful code-breakers will receive a delightful Mr. Men Little Miss sticker set, making the exploration journey full of surprises.



To add a sweet touch to the holiday, guests can also enjoy complimentary **Mr. Men Little Miss Cupcakes**. Choose six favourite designs from the menu to create a personalised sweet treat box, offering a delightful feast for both the eyes and the palate.



No summer getaway is complete without splashing around. Guests can make the most of the hotel's spacious outdoor swimming pools or take a short stroll to the nearby Golden Beach, where sunshine, sea breezes and seaside fun await.

Two Limited-Time Mr. Men Little Miss Photo Spots Await at the Hotel Lobby

Capturing memorable moments is an essential part of every holiday. In collaboration with Mr. Men Little Miss, the hotel has created two themed photo spots where guests can snap pictures with beloved characters including Mr. Strong, Little Miss Sunshine, Little Miss Chatterbox, Mr. Bump and Mr. Tickle. Upon entering the hotel lobby, guests will be greeted by a charming farm-themed installation featuring a striking photo wall rising over two metres high and made up of **more than 150 Mr. Men Little Miss plush toys** in various sizes and vibrant colours. A must-visit attraction for fans this summer, it offers the perfect backdrop for capturing joyful moments. Another photo spot, inspired by the cheerful Happy Hill, features a three-dimensional Mr. Happy welcoming guests into the delightful world of Mr. Men Little Miss.

Hong Kong Gold Coast Hotel | Mr. Men Little Miss Farm-tastic Summer Getaway

Mr. Men Little Miss Wall of Plush Toys

The hotel lobby comes alive as Mr. Men Little Miss plush toys of all shapes and sizes gather for a fun-filled celebration. Set against a vibrant summer-themed backdrop, the photo wall offers a charming and whimsical setting from every angle. Rising 5.5 metres high and bursting with colour, this spectacular wall of plush toys is a must-visit attraction for fans this summer. Strike a pose and immerse yourself in the cheerful Farm-tastic atmosphere.



Mr. Men Little Miss Happy Hill

Led by the energetic 3D Mr. Happy, a host of Mr. Men Little Miss friends gather at the charming Happy Hill to welcome guests into the Farm-tastic Summer Getaway. Strolling across the lush green hillside, the characters bring sunshine, playfulness and vibrant summer energy to life. Eye-catching from every angle, this delightful photo spot is a must-visit attraction for fans and families alike.



Gold Coast Piazza Mr. Men Little Miss “Happy Farm”	
Supersized “Happy Farm” Installation	
Event Date:	From now until 31 August 2026 (Monday)
Event Location:	Courtyard, Gold Coast Piazza
Mr. Men Little Miss Happy Farmer’s Market - “Mr. Men Little Miss tote bag” Redemption Details	
Redemption Date:	2 August 2026 (Sunday)
How to Redeem:	Spend HK\$100 or more in a single transaction at the “Happy Farmer’s Market” to redeem one tote bag. Quota is limited and available on a first-come-first-served basis.
Location:	Courtyard, Gold Coast Piazza
“The Little Gold Coast Farmers Programme” Redemption and Event Details	
Redemption Date:	From now until 25 July 2026 (Saturday)
Redemption Location:	1/F Customer Service Centre, Gold Coast Piazza
Event Date:	26 July, 2 August, 9 August & 16 August 2026 (Sunday)
Event Location:	1/F Farm by the Coast, Gold Coast Piazza
How to Redeem:	From now to 25 July, upon spending HK\$1,500[^] or more and with designated e-payment* at Gold Coast Piazza or Hong Kong Gold Coast Hotel restaurants, you can redeem 1 admission to “The Little Gold Coast Farmers Programme”, by presenting receipts from a maximum of 4 different merchants. *A maximum of 4 corresponding receipts will be accepted to redeem the gift(s). Terms and conditions apply. [^]Residents of Hong Kong Gold Coast Residences, guests of Hong Kong Gold Coast Hotel, as well as members of Gold Coast Yacht and Country Club and Sino Club: Spending HK\$1,400 or more is entitled to redemption of 1 admission for “The Little Gold Coast Farmers Programme”. Each person can only enjoy this offer once. Offer is available while stock lasts.
“Mr. Men Little Miss Picnic Mat” Redemption Details	
Redemption Date:	From now until 31 August 2026 (Monday)
How to Redeem:	Shoppers who spend HK\$800 or more via designated electronic payment methods at Gold Coast Piazza or the hotel’s restaurants and present up to two original same-day machine-printed receipts from different merchants together with the payment slips, can redeem one “Mr. Men Little Miss picnic mat”. Availability is limited and on a first-come-first-served basis. *A maximum of 2 corresponding receipts will be accepted to redeem the gift(s). Terms and conditions apply. [^]Residents of Hong Kong Gold Coast Residences, guests of Hong Kong Gold Coast Hotel, as well as members of Gold Coast Yacht and Country Club and Sino Club: Spending HK\$700 or more is entitled to redemption of 1 set of “Mr. Men Little Miss Picnic Mat”. Each person can only enjoy this offer once. Offer is available while stock lasts.
Redemption Location:	1/F Customer Service Centre, Gold Coast Piazza

Hong Kong Gold Coast Hotel Mr. Men Little Miss Farm-tastic Summer Getaway	
Promotion Period:	From now until 31 August 2026 (Monday)
Venue:	Hong Kong Gold Coast Hotel
Price:	From HK\$1,638 per night
Details:	▪ One-night accommodation in a Deluxe Seaview Room ▪ Breakfast buffet (2 adults and 1 child) ▪ An exclusive Mr. Men Little Miss kickboard (per stay) ▪ One session of “Mr. Men Little Miss Straw Hat DIY Workshop” (2 adults and 1 child) ▪ One session of “Summer Game Room” (2 adults and 1 child) ▪ Take part in the “Mr. Men Little Miss Code Cracking Mission” ▪ One box of Mr. Men Little Miss cupcakes ▪ Complimentary Wi-Fi ▪ Complimentary access to swimming pools and gymnasium ▪ Complimentary shuttle bus service (subject to availability) A supplement of HK\$350 per night for an additional child, inclusive of all package privileges (except Mr. Men Little Miss cupcakes).
Booking Link:	www.goldcoasthotel.com.hk
Enquiries:	2452 8833
Mr. Men Little Miss Cupcakes	
Promotion Period :	From now until August 31, 2026 (Monday)
Venue :	Cafe Lagoon, Hong Kong Gold Coast Hotel
Price :	HK\$98 / set (includes 6 pieces)
Enquiries:	2452 8448

About Hong Kong Gold Coast, Gold Coast Piazza and Hong Kong Gold Coast Hotel

Located on the waterfront of Castle Peak Bay, Hong Kong Gold Coast is an idyllic yet accessible seaside retreat merely a 30-minute drive from the hustle and bustle of the city and the airport. It features a resort hotel, a premier private country and yacht club, a superb collection of luxury sea-view apartments and villas, and an exciting outdoor shopping mall. Situated by a beautiful marina and Golden Beach, Hong Kong Gold Coast spans hectares of lush greenery and landscape that offer a lifestyle embracing “Nature. Leisure. Pleasure.”, attracting international and local visitors as well as friendly neighbouring communities attracted to the outdoors, sun and sand.

As part of the Gold Coast resort destination, Gold Coast Piazza is a scenic, European-style dining, entertainment and shopping mall in an open-air, pedestrian-friendly setting. A terrace garden, waterfront promenade and the yacht marina complement its romantic Mediterranean architecture and ambience. At the same time, a festive spirit pervades the piazza year-round with seasonal décor, activities and performances. Its repertoire of seaside and alfresco dining outlets, pubs, and coffee shops offers Vietnamese, Singaporean, French, Italian, Chinese, and Western cuisine, as well as casual comfort food. A wealth of amenities is also available including a convenience store, a supermarket and a florist, catering to every need of visitors and residents.

Hong Kong Gold Coast Hotel is a beautiful beach resort offering tranquil tropical gardens with direct access to Golden Beach. It provides the perfect setting for a dream wedding, relaxing family holiday, romantic getaway, or corporate team-building events. Our 455 rooms and suites, including 12 kid-themed rooms, feature views of the sea or lush greenery, offering a holiday indulgence in “Nature. Leisure. Pleasure.” as guests enjoy the serene setting and genuine warmth of our service.

For more information, please visit:

www.goldcoast.com.hk

www.goldcoastpiazza.com.hk

www.goldcoasthotel.com.hk

About MR. MEN LITTLE MISS

With a cast of over 90 characters, the Mr. Men Little Miss properties have brought fun and laughter to generations of families for over 50 years and have sold over 250 million books. Founded by the late Roger Hargreaves, the series was created in 1971 starting with Mr. Tickle. When Roger Hargreaves died in 1988, aged 53, his son, Adam Hargreaves continued the business writing and drawing the books. Mr. Men Little Miss is the number one selling children’s illustrated book in France by volume and the 3rd preschool brand in the UK market. Mr. Men Little Miss books are published in 17 languages worldwide and distributed in more than 28 countries.

ABOUT MEDIALINK GROUP LIMITED

Medialink Group Limited (Stock Code: 2230.HK) was founded in 1994 and listed on the Main Board of The Stock Exchange of Hong Kong in 2019. Headquartered in Hong Kong, it is a leading intellectual property (IP) management company with operations across Greater China, Southeast Asia, Japan and Korea. With over 30 years of experience, Medialink drives the market across content and film distribution, brand licensing, and creative entertainment. It has end-to-end capabilities spanning content production, distribution arrangements, animation and consumer product development, and IP marketing. The Group actively promotes cultural exchange through IP, bringing high-quality entertainment to audiences across

Asia.

Medialink owns and operates a portfolio of animation brands and digital platforms. Its various Ani-One® YouTube channels have more than 10.5 million subscribers and over 2.58 billion views. The Group also owns Ani-Mi® — two channels broadcasting Asia-produced animations. In addition, the Group owns and operates Ani-Mall® — an e-commerce platform offering animation products and exclusive anime boutique items; Linku® — an original magnetic plush blind-box product series featuring popular IP characters; and Ani-One® POP™ — a pop-up retail concept featuring trending IPs with immersive experiences and limited, exclusive merchandise drops.

As part of its expansion into an IP Innovation Platform, Medialink launched CON-CON® (“Convention for Connection”) in 2026, a Hong Kong-homegrown, flagship Asian cross-industry IP trend-culture mega event. Following its successful debut, CON-CON® will return to Hong Kong in 2027 and accelerate expansion to other Asian cities.

Medialink Website: <https://www.medialink.com.hk/>

Medialink LinkedIn: <https://www.linkedin.com/company/medialink-ipmanagement-creativeentertainment-international>

Medialink® on YouTube: <https://www.youtube.com/@MedialinkHK>

Medialink on Facebook: <https://www.facebook.com/medialinkhk>

Medialink on Instagram: <https://www.instagram.com/medialinkhk/>

CON-CON® on Facebook: <https://www.facebook.com/HongKongConCon>

CON-CON® on Instagram: <https://www.instagram.com/conconhongkong/>

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