

Press Release  
For Immediate Release

## Summer MIRathon 2020 – Let's Stay & Play

The Mira Hong Kong Launches a Trailblazing Guest Engagement Program  
from a Hackathon with Sophia the Robot to Escape Room, Scuba Diving Training,  
Classes with Champs & Creative Workshops

**10 July 2020, Hong Kong:** The Mira Hong Kong, a tech-friendly urban retreat in Tsim Sha Tsui, takes the guest engagement program to a whole new level at one of the guest floors converted into an exhilarating playground with entertaining games combined with a range of optional activities spanning personal development skills, awakening a new passion, mindfulness and pure family fun available to be unveiled **during a stay from 18 July until 30 August 2020.**

"More than 30 exciting events, workshops and leisure activities fused into an eclectic summer camp dubbed as a mira-velous marathon, or MiraThon, is an opportunity for modern families and travel enthusiasts to embark on a journey of self-discovery during this unprecedented time when travel isn't an option," says Alexander Wassermann, Head of Hotels & Serviced Apartments, Miramar Group. "The Mira Hong Kong is thrilled to offer - together with local brands and innovative partners such as Hanson Robotics who stand behind the honorary ambassador of the hotel and AI dream from the future, Sophia the Robot – an unparalleled and exhilarating guest stay experience with engaging games which await to be unlocked at one dedicated floor of fun and diverse classes for all generations and interests."

Highlights of the fun-filled summer staycation program include a **Meet & Greet with Sophia from Hanson Robotics**, the world's first robot citizen and United Nations Development Programme Innovation Ambassador, to be roaming around the stylish hotel lobby interacting with the guests and hosting a hackathon session for kids; **Diving Into Infinity** – scuba diving training at MiraSpa's glamorous infinity-edge pool; radio-controlled **Off-Road RC Defender Circuit** show-down set the al fresco courtyard lounge Vibes and a family-oriented seminar on **responsible pet adoption with Hong Kong Dog Rescue.**

The biggest transformation of the urban retreat took place at one of the guest room floors converted into a kids' and adults' playground or GAME ZONE, await a jungle-themed **LOST Escape Room** challenge set at one of the suites as a daily quest; **darting class with trophy-winning Wilson Tang**, one of the top players in the city; oversized Jenga for training your dexterity and stillness of the mind; a pop-up showroom by Hong Kong-based fashion design studio WEAT (We Eat Avocado Toast) with **designer handbag crafting workshops**, and a **movie room** for viewing one of the blockbusters in a private cinema-like setting.

Amidst engaging one-off events, weekly workshops or daily sessions a host of interactive experiences prepared with foodies in mind include **Chinese tea appreciation** with Michael Ip, hotel tea expert from Cuisine Cuisine, Michelin-recommended Cantonese restaurant; **wine discovery adventure** with hotel sommelier Alan Sun, **culinary classes hosted by the Executive Pastry Chef** of The Mira Hong Kong, Rick Chan, including scones baking and hand-crafting your own chocolate sweet explosion conceptualized by **Bombshell**, as well as a **practical intro to mixology at the open-air lunge bar Vibes** preparing classic cocktails and modern renditions of craft gin & tonic. A weekly **InstaFame session with Instagram phenomenon Yuki Leung (@yukimaryroseL)** tutoring on how to take one's social media presence up a notch from a casual daily feed to a full-time career including perfectly angled food photography tips will also be within reach.

More personal development skills or talent perfection classes include **singing and beatboxing coaching** and even **basics of DJing** for those who wish to test their ear for rhythm and tempo matching on a professional mixer at Vibes under a watchful eye of a resident DJ while a guest DJs and award-winning **guest mixologist, Nikita Matveev**, will join the first session of the **Tropical Beach Party** sundowners in August.

Wellness-oriented guests will be delighted to be able to participate in **mindfulness sessions** including healing bowl and meditation at MiraSpa, **yoga sessions in pairs**, as well as **skin analysis by Anne Semonin cosmetologist** who prepares a tailor-made experience kit and on-request Personal Trainer work-out at the LifeFitness-fitted gym studio. For more active and adventurous guests wishing to pick-up some basic self-defense and real life combat moves there'll be an option to join an **intro class to Krav-maga**.

A part of the summer program, specific room packages include **Glamping & Splash at The Mira** entailing a family-oriented staycay at one of the fifth floor designer suites with spacious, wooden-decked private terraces equipped with inflatable pool and tent for kids to play at and private BBQ session by one of the hotel's chefs set up under the sky. Those who wish to make their staycation truly memorable may choose a stay with a perfectly **styled family or couple portrait album photos by professionals** from Picasso Wedding. Other choices for active and creative souls include a sleepover with a **glass-blowing workshop** at an offsite location or a half-day **dragon boat adventure at Lamma Island** with traditional Chinese snacks making class and rowing the iconic vessel in the surrounding waters.

All activities are accessible to hotel guests staying during the promotion period with room rates starting from HK\$800 however extra charges apply for some events and workshops. Themed staycation packages start from HK\$1,700 per room per night. For detailed calendar of activities and more information, please visit the hotel website.

*T&C Apply. Advance booking is required. Prices are subject to 10% service charge. Activity schedule is subject to changes without prior notice.*

### **About Hanson Robotics and Sophia the Robot**

Hanson Robotics' most advanced human-like robot, Sophia, personifies dreams for the future of AI. As a unique combination of science, engineering, and artistry, Sophia is simultaneously a human-crafted science fiction character depicting the future of AI and robotics, and a platform for advanced robotics and AI research. She is the world's first robot citizen and the first robot Innovation Ambassador for the United Nations Development Programme. Sophia is now a household name, with appearances on the Tonight Show and Good Morning Britain, in addition to speaking at hundreds of conferences around the world. Sophia is also a framework for cutting edge robotics and AI research, particularly for understanding human-robot interactions and their potential service and entertainment applications.

[www.hansonrobotics.com/sophia/](http://www.hansonrobotics.com/sophia/)

### **About The Mira Hong Kong**

The Mira Hong Kong is a smoke-free, designer hotel with 492 boldly accented guest rooms, including a collection of 56 suites and specialty suites. Overlooking the lush Kowloon Park and centrally located in Tsimshatsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district, the hotel easily connects guests to all parts of the vibrant metropolis being a short walk from MTR stations and the Star Ferry. The Mira Hong Kong is a member of Design Hotels™ and a partner hotel of Marriott Bonvoy™ program. [www.themirahotel.com](http://www.themirahotel.com)

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Meet Sophia the Robot, our dreams for the future of robotics and AI and honorary ambassador of The Mira Hong Kong



Scuba Dive into Infinity at MiraSpa or succumb to a healing bowl massage



RC Defender Circuit, Escape Room, Darting with a trophy-winning player are within reach during the Summer MIRathon



Tea Appreciation, Wine Discovery, Baking Workshops and Chocolate Handcrafting are just some of the activities



WEAT design studio will offer a handbag design workshop and competition while having a daily pop-up showroom at one of the guest rooms



Krav Maga Classes, Yoga for Couples, Singing Bowl Massage & Meditation are part of the wellness program

Hi-res images available for download at: [https://bit.ly/SummerMirathon\\_PressPack](https://bit.ly/SummerMirathon_PressPack)

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