



GEG Receives PATA Gold Award for Culture (Traditional Performance and Visual Arts)

September 8, 2021 – Galaxy Entertainment Group (“GEG”) endeavors to help foster Macau’s development as a World Centre of Tourism and Leisure by committing to the sustainable development of Macau’s various industries and supporting different cultural, arts, recreation and sports initiatives. Today, GEG received a Gold Award for Culture (Traditional Performance and Visual Arts) in the Sustainability and Social Responsibility Category for its Diversified Approach to Promoting Cultural Tourism from the Pacific Asia Travel Association (“PATA”). The award is another testament of GEG’s contribution in the related aspects that is highly recognized by the tourism industry.

PATA’s Gold Awards aim to recognize exceptional and innovative initiatives in the tourism industry. The Awards Ceremony was held online earlier today. Mr. Buddy Lam, Senior Vice President of Public Relations of GEG, received the award on GEG’s behalf from Ms. Liz Ortiguera, Chief Executive Officer of PATA, and Ms. Maria Helena de Senna Fernandes, Director of Macao Government Tourism Office of the Macau SAR Government. GEG’s winning Diversified Approach to Promoting Cultural Tourism consists of a wide variety of programs and events, including the vast number of cultural tourism activities that GEG had organized, co-organized, sponsored and participated in throughout the years, as well as the GEG Arts & Cultural Initiative, GEG Intangible Cultural Heritage Scheme, and GEG Chinese Music Promotion Scheme that were launched through the GEG Foundation. Through the approach, GEG aims to proactively promote local arts and cultural development, cultivate the next generation’s interest in arts and cultural traditions, preserve cultural heritage, and foster the cross-sectoral integration of tourism and culture.

Throughout the years, GEG has been actively supporting and participating in many large-scale arts, cultural, recreation and sports activities organized by the Macau SAR Government and helping Macau become a base for exchange and cooperation where Chinese culture is the mainstream and diverse cultures coexist. In 2019, GEG and the Grimaldi Forum Monaco signed a cultural memorandum of understanding, and hosted the “GRACE KELLY: From Hollywood to Monaco – Artists’ Tributes” exhibition in support of the first edition of “Art Macao” organized by the Macau SAR Government. This July, GalaxyArt Gallery, a permanent and non-profit gallery operated by GEG Foundation, was unveiled at Galaxy Macau™, and presented its first art exhibition “Juxtapose” in support of the second edition of “Art Macao”. Featuring a series of giant metal sculptures, the exhibition reflects on Macau’s long-standing customs, history and culture.

In addition, GEG has been making good use of its own resources and properties to support different social organizations on hosting various cultural and arts activities to



further enrich Macau’s cultural atmosphere. In the first half of this year, GEG provided venue sponsorships and other supports to a number of activities, including the Chinese children’s theatre play “Three Monks” organized by the National Academy of Arts and the Macau Association of Chinese Culture and Arts Development; the theatrical production “Butterfly Lovers: Endless Regrets” organized by the Frost Ice Snow Creative Experimental Theatre and the Drama Society of University of Macau Student’s Union; the 2021 Patriotic Singing Competition organized by 10 local associations in celebration of the 100th anniversary of the Founding of the Communist Party of China; and the 2nd Macau Gastronomy Carnival – Anhui Gourmet Week co-organized by the Department of Culture and Tourism of Anhui Province, the Macau International Carnival Association and GEG. Looking forward, GEG will continue to explore and introduce different cultural, arts and sports offerings for the local tourism industry in order to support the development of the “tourism plus” strategies to enhance Macau’s appeal as a diversified tourism city.

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Photo Captions:



P001: Mr. Buddy Lam (right), Senior Vice President of Public Relations of GEG, received the award on GEG's behalf from Ms. Liz Ortiguera (left), Chief Executive Officer of PATA, and Ms. Maria Helena de Senna Fernandes (middle), Director of Macao Government Tourism Office of the Macau SAR Government.