



“GEG Responsible Gaming Promotional Program: Football World Cup Series” Promotes Rational Entertainment to Team Members and Local Community

July 17, 2026 – Galaxy Entertainment Group (“GEG”) has long supported the Macau SAR Government’s responsible gaming initiatives. Upholding the philosophy of “Play Responsibly”, GEG continues to deepen its responsible gaming promotional efforts across the community. Aligned with the Macau SAR Government’s latest campaign theme, “Learn RG, Keep the Fun Alive”, and coinciding with the World Cup period, GEG launched the “GEG Responsible Gaming Promotional Program: Football World Cup Series”. Since April this year, GEG has collaborated with various local social service organizations to organize, support, and participate in a diverse range of responsible gaming activities. Aimed at promoting the importance of rational entertainment among team members and the wider community, with a particular focus on youth, these initiatives have further reinforced responsible gaming awareness and culture.

During the period, in collaboration with the Sheng Kung Hui Macau Social Service Coordination Office, GEG hosted a series of “World Cup Goal Challenge: Clear Eyes, Responsible Plays” responsible gaming activities across the back-of-house areas of Galaxy Macau™ and StarWorld Hotel. Through interactive games, informative displays, and on-site counseling services, the activities delivered responsible gaming messages in an engaging and accessible manner, helping team members enhance their understanding of gaming disorder risks, strengthen their ability to identify related warning signs, and raise awareness of seeking support when needed. In addition, GEG fielded a team to participate in the “RG Man Competition – World Cup Special Edition” organized by the Macao Leisure Industry Employees Home. Following the competition, GEG further mobilized team members to extend the promotional efforts to the community, proactively promoting the concept of rational and responsible entertainment to tourists and residents through interactive outreach during the World Cup period. Furthermore, GEG actively supported the “World Cup Forum Theatre Tour ‘Gambling on the Line’”, sponsored by the Social Welfare Bureau of the Macau SAR Government, organized by the Bosco Youth Service Network – FREEland, and co-organized by the Macao University of Tourism. This initiative included arranging for gaming-related team members to attend the performance, thereby promoting awareness of healthy sports participation and responsible gaming.

In addition, GEG supported the Macao New Chinese Youth Association in launching “Smart Sight MAX”, a limited-time World-Cup themed online prize games. Through these online and offline initiatives, GEG encouraged youth and the wider community



to enjoy sporting events responsibly while deepening their understanding of responsible entertainment. GEG also mobilized its Football Team and Volunteer Team under its Staff Social Club, together with its Responsible Gaming Ambassadors, to participate in football-themed activities that promote healthy lifestyles, including the “2026 Responsible Gaming Soccer Competition” hosted by the Macau Responsible Gaming Association, as well as the “Let’s Kick! Football Fun Day” organized by the Youth Volunteer Association of Macau.

As the first integrated tourism and leisure enterprise in Macau to establish a dedicated Responsible Gaming Team, GEG has remained firmly committed to promoting responsible gaming. Starting with its own team members and extending to the wider community, GEG continues to work closely with various stakeholders to strengthen responsible gaming awareness and outreach efforts. Since 2008, GEG has recorded over 250,000 team member participations in related training and promotional activities, including the ongoing “GEG Responsible Gaming Program”, the annual “GEG Responsible Gaming Management Training”, the “GEG Responsible Gaming Kiosk Training and Community Outreach Series”, the “GEG Responsible Gaming Youth Series”, and the “GEG Responsible Gaming Community Outreach Program”. Additionally, GEG actively encourages team members to participate in certification programs organized by the Macau SAR Government. To date, nearly 140 team members from more than 10 different departments have successfully completed the assessment and received qualifications for either the “Macau Responsible Gaming Ambassador Certification Program” or the “Macau Responsible Gaming Advisor – Train the Trainer Certification Program”. Last year, Galaxy Macau Casino and StarWorld Casino were once again recognized by the Macau SAR Government as “RG Model Units”, achieving a perfect score in the assessment. These accomplishments further demonstrate GEG’s longstanding commitment to promoting responsible gaming and fostering a culture of responsible entertainment within the community.

– End –

Photo Captions



P001: In collaboration with the Sheng Kung Hui Macau Social Series Coordination Office, GEG hosted a series of “World Cup Goal Challenge: Clear Eyes, Responsible Plays” responsible gaming activities across the back-of-house areas of Galaxy Macau and StarWorld Hotel.



銀娛 GEG



P002: The “World Cup Goal Challenge: Clear Eyes, Responsible Plays” responsible gaming activities combined interactive games, informative displays, and on-site counseling services, delivering responsible gaming messages in an engaging and accessible manner.



銀娛 GEG



P003: GEG organized team members to engage with the community, proactively promoting the concept of rational entertainment to tourists and residents in an interactive way during the World Cup period.



P004: GEG fielded a team to participate in the “RG Man Competition - World Cup Special Edition” organized by the Macao Leisure Industry Employees Home.



銀娛 GEG



P005: GEG actively supported the “World Cup Forum Theatre Tour ‘Gambling on the Line’”, sponsored by the Social Welfare Bureau of the Macau SAR Government, organized by the Bosco Youth Service Network – FREELand and co-organized by the Macao University of Tourism.



銀娛 GEG



P006: GEG mobilized its Football Team and Volunteer Team under its Staff Social Club, together with GEG RG Ambassadors, to participate in the “2026 Responsible Gaming Soccer Competition” hosted by the Macau Responsible Gaming Association.



銀娛 GEG



P007: GEG mobilized its Football Team and Volunteer Team under its Staff Social Club, together with GEG RG Ambassadors, to participate the “Let’s Kick! Football Fun Day” organized by the Youth Volunteer Association of Macau.