



Social Welfare Bureau and GEG Committed to Promote Responsible Gaming **Together Sponsored S.K.H. to Hold Micro Movie Premiere**

Oct 26, 2015 - Sheng Kung Hui (S.K.H.) Gambling Counseling and Family Wellness Centre held “The way out of Problem Gambling” micro movie premiere sponsored by Social Welfare Bureau of MSAR Government and Galaxy Entertainment Group (“GEG”) at UA Galaxy Cinemas last Saturday. The premiere aims to enhance the understanding of problem gambling and promote responsible gaming to the public. Produced by local movie production team and casted by local actors, around 100 audiences attended the event and showed their appreciation with a round of applause.

The premiere was officiated by honorable guests including Mr. Hon Wai, Department Head of Social Welfare Bureau Department of Prevention and Treatment for Drug Dependence, Ms. Bonnie Wu, Coordinator of Social Welfare Bureau Resilience Center of Problem Gambling Counseling Service, Professor Davis Fong, Director of University of Macau Institute for the Study of Commercial Gaming, Mr. Chiu Sung Kin, Sub Director of Macao Polytechnic Institute Gaming Teaching and Research Centre, Ms. Carla Coteriano, Senior Manager of Responsible Gaming of GEG, Mr. Lee Kwok Hoo, Service Director of S.K.H. Macau Social Services Coordination Office, Ms. Bonnie Chang, Service Coordinator of S.K.H. Macau Social Services Coordination Office, Mr. Posso Ip, Unit in Charge of S.K.H. Gambling Counseling and Family Wellness Centre and representatives from gaming concessionaries and NGOs.

Based on a true story, “The way out of Problem Gambling” micro movie was inspired by actual experience in life. The micro movie was an original production directed by local movie production team and casted by local actors all agreed to show support for S.K.H. The thirty-minute movie described a mother’s addictive gambling behavior affecting the daily and working lives in the family. Audiences showed their appreciations and



commended that the movie is so intriguing and gripping after the premiere, as said by one of the audiences, “The movie is so life-inspiring and I learnt so much more about the impacts of problem gambling behavior as well as the important information of responsible gaming.”

Mr. Lee Kwok Hoo, Service Director of S.K.H. Macau Social Services Coordination Office thanked Social Welfare Bureau of MSAR Government and GEG for their support and said, “The MSAR Government and gaming concessionaries engaged themselves to promote responsible gaming among their employees and gaming practitioners. The reason why S.K.H. Gambling Counseling and Family Wellness Centre held the micro movie premiere is to raise the public’s awareness on people with gambling problems and the impacts affecting the families based on true stories from the movie.”

GEG will continue to work closely with Social Welfare Bureau of MSAR Government and S.K.H. Gambling Counseling and Family Wellness Centre to promote responsible gaming and offer related information in various ways to team members as well as families and friends under stress so as to ensure they recognize the potential gambling problems and offer assistance to others when necessary.

- End -



Photo captions:



P001: The premiere was officiated by honorable guests including Mr. Hon Wai, Department Head of Social Welfare Bureau Department of Prevention and Treatment for Drug Dependence, Ms. Bonnie Wu, Coordinator of Social Welfare Bureau Resilience Center of Problem Gambling Counseling Service, Professor Davis Fong, Director of University of Macau Institute for the Study of Commercial Gaming, Mr. Chiu Sung Kin, Sub Director of Macao Polytechnic Institute Gaming Teaching and Research Centre, Ms. Carla Coteriano, Senior Manager of Responsible Gaming of GEG, Mr. Lee Kwok Hoo, Service Director of S.K.H. Macau Social Services Coordination Office, Ms. Bonnie Chang, Service Coordinator of S.K.H. Macau Social Services Coordination Office, Mr. Posso Ip, Unit in Charge of S.K.H. Gambling Counseling and Family Wellness Centre and representatives from gaming concessionaries and NGOs.



P002: Mr. Lee Kwok Hoo, Service Director of S.K.H. Macau Social Services Coordination Office said that they held the micro movie premiere is to raise the public's awareness on people with gambling problems and the impacts affecting the families based on true stories from the movie.



P003: Audiences voted for the ending of the micro movie after the premiere. The highest votes will be selected for the ending of the movie.



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暨健康家庭服務中心
S.K.H. Gambling Counseling and Family
Wellness Centre



P004: The micro movie was based on true stories inspired by actual experiences in life and around 100 audiences attended the premiere.