



GEG Launches Various Chinese New Year Activities to Celebrate the Year of the Horse with Community and Team Members

February 12, 2026 – As Chinese New Year approaches, Galaxy Entertainment Group (“GEG”) extended festive greetings to different community groups and team members through a series of diverse activities. These included the 10th consecutive year of GEG’s title sponsorship of the “GEG Community Caring Program”, organized by the Peng On Tung Tele-assistance Service (“Peng On Tung”) of the General Union of Neighborhood Associations of Macau (“UGAMM”), during which award-winning students of the “Technology Care Innovation Design Competition” delivered festive gifts to the elderly; inviting members of the “15th GEG Youth Achievement Program” (“YAP”) to visit the “Golden Fortunes: the Macau Debut of Zhu Bingren’s Copper Art” exhibition and take part in a Chinese New Year-themed copper rubbing workshop to experience the charm of intangible cultural heritage; and hosting the “Responsible Gaming CNY Roadshow” and “Great Luck in Chinese New Year” festive activities in the back-of-house areas of GEG properties for team members to celebrate the New Year through interactive games and workshops.

Celebrating the 10th anniversary of GEG’s title-sponsored “GEG Community Caring Program”, organized by the Peng On Tung of the UGAMM, the 2025 program continued its theme of “Technology Care” and featured a “Technology Care Innovation Design Competition” that attracted nearly 120 student participants. An award ceremony was held recently, with distinguished guests including Ms. Ng Sio Lai, President of the UGAMM, and Mr. Buddy Lam, Director of Corporate Affairs of GEG, in attendance. Following the ceremony, GEG hosted a Spring Festival Celebration, where representatives of GEG, UGAMM and the award-winning students delivered festive gifts to Peng On Tung users, seniors living alone, and elderly couples. Through this initiative, GEG extended warmth to seniors and showcased its commitment to working hand-in-hand with the community to promote intergenerational interaction. Arranged by GEG, the students had also received training in assistive technology design before the competition and visited Peng On Tung users.

Additionally, GEG and the Macau Management Association recently co-organized the “GEG x YAP Intangible Heritage Experience — Golden Fortunes: The Macau Debut of Zhu Bingren’s Copper Art & Copper Rubbing Workshop”, inviting YAP members to visit the exhibition and join a Chinese New Year-themed copper rubbing workshop. Through hands-on creation, the members experienced the charm of intangible cultural heritage, broadening their cultural horizons and further deepening their understanding of Chinese intangible cultural heritage.

At the same time, GEG, together with the Youth Volunteers Association of Macao (“AJVM”), held the “GEG Presents: ‘Gallop into New Voices with Rational Play’ Responsible Gaming CNY Roadshow” at the back-of-house areas of its properties.



The event integrated responsible gaming with interactive activities such as quick Q&A and New Year tongue-twisters. Together with on-site explanations by GEG's Responsible Gaming Ambassadors and AJVM's Responsible Gaming Kiosk Ambassadors and consultation services, the initiative attracted close to 4,000 team member participants, helping to deepen their understanding of the regulations on "Regulating the Conditions of Entering, Working and Gaming at Casinos". Furthermore, GEG also reinforced key responsible gaming messages during the Chinese New Year period, reminding team members and their families to maintain a rational and positive attitude towards entertainment. Additionally, GEG's Human Resources and Administration Department also arranged a variety of "Great Luck in Chinese New Year" themed activities in the back-of-house areas, including spring couplets writing workshops, festive booth games, and special Chinese New Year dishes at the team member canteens, allowing team members to immerse themselves in the festive atmosphere.

GEG has long been an active supporter of major activities organized by the Macau SAR Government, helping to enhance the city's festive atmosphere and international appeal. This year, as one of the official partners, GEG is supporting and participating in the "Parade for Celebration of the Year of the Horse" organized by the Macao Government Tourism Office. GEG's float will debut on the third day and the twelfth day of the Chinese New Year. With the theme of "Golden Horse", the GEG float will be accompanied by performances to further promote cultural exchange and deepen the cross-sector integration of "tourism +". Moreover, from February 14 to March 8, GEG will host the "GEG Presents: Lai Chi Vun Shipyards Spring Festival Bazaar of Fortune" at the Lai Chi Vun Shipyards. Highlights will include Macau's largest display of 302 dancing lion heads, stunning attractions such as the Chinese New Year limited festive wishing trees, and a popular ice-skating rink, creating a lively Spring Festival Bazaar for local residents and tourists.

- End -

Photo Captions



P001: GEG has been the title sponsor of the “GEG Community Caring Program”, organized by the Peng On Tung of the UGAMM for the 10th consecutive year, with the “Technology Care Innovation Design Competition” award ceremony and Spring Festival Celebration held recently.



P002: Following the “Technology Care Innovation Design Competition” award ceremony, representatives from GEG and UGAMM, together with the award-winning students, delivered festive gifts to the elderly, bringing warmth during the New Year season.



P003: GEG arranged YAP members to visit the “Golden Fortunes: the Macau Debut of Zhu Bingren’s Copper Art” exhibition and take part in a Chinese New Year-themed copper rubbing workshop, where they experienced the charm of intangible cultural heritage.



銀娛 GEG



P004: GEG, together with the AJVM, held the “GEG Presents: ‘Galloping into New Voices with Rational Play’ Responsible Gaming CNY Roadshow” at the back-of-house areas of its properties, reminding team members and their families to maintain a rational and positive attitude towards entertainment during the festive season.



P005: GEG's Human Resources and Administration Department arranged a variety of "Great Luck in Chinese New Year" themed activities, allowing team members to immerse themselves in the festive atmosphere.



銀娛 GEG



P006: As one of the official partners, GEG is supporting and participating in the “Parade for Celebration of the Year of the Horse” organized by the Macao Government Tourism Office, with its float designed around “Golden Horse” elements and accompanied by vibrant performances to further promote cultural exchange and deepen the cross-sector development of “tourism +” integration.



銀娛 GEG

銀河娛樂集團片區活化項目
Galaxy Entertainment Group
Revitalization Project

荔枝碗船廠片區
Lai Chi Vun Shipyards

銀娛呈獻

福運荔枝碗 新春市集

GEG Presents
Lai Chi Vun Shipyards
Spring Festival Bazaar of Fortune

活動日期 Event Date
2026
2月14-22日
Feb 14-22
2月28-3月1日
Feb 28-Mar 1
3月7-8日
Mar 7-8

開放時間 Opening Hours
13:00—18:00

財神巡遊送福
God of Wealth Greeting
The third to sixth day of the lunar New Year
2026/2/18-22 14:30 / 15:30 / 16:30

春日新歲市集
Spring Festival Bazaar

大型春獅裝置
Dancing Lion Installation

春日真冰溜冰場
Spring Festival Ice Skating Rink

拋願祈福許願樹
Golden Wishing Tree

溜冰場預約登記
Pre-Registration of Ice Skating Rink

於活動營運期間，有免費穿梭巴士接送
旅客往返「澳門賭河」與石大里和荔枝
碗船廠片區，每種約40分鐘一班。
Free shuttle bus service between Diamond Lobby
at GALAXY MACAU and Lai Chi Vun Shipyards
during the event, approximately every 40 minutes.

公共停車場設於雅禮打鐵街公共停車場（原路環飛鷹訓練基地）
Parking facility is available at the Public Parking Lot of Rua da Condorina (former Frying Eagle Training Center)

主辦單位
Organizer
銀河娛樂集團
GEG GEG
Galaxy Entertainment Group

協辦單位
Co-Organizer

P007: From February 14 to March 8, GEG will host the “GEG Presents: Lai Chi Vun Shipyards Spring Festival Bazaar of Fortune” at the Lai Chi Vun Shipyards, creating a lively Spring Festival Bazaar for local residents and tourists.