



## **GEG and Sheng Kung Hui Hold “Smile behind the Mask” Online Photo Sharing**

**June 16, 2020** – Throughout the years, Galaxy Entertainment Group (“GEG”) has worked closely with numerous local social service associations to encourage a caring culture in the community. Recently, GEG title sponsored the Sheng Kung Hui Macau Social Services Coordination Office (“SKH”) in organizing the “GEG Presents: International Children’s Day ‘Smile behind the Mask’ Photo Sharing” event. By inviting residents to submit photos of their masked faces and smiles on social media, the event succeeded in spreading positivity to the community and was well-received with nearly 400 entries.

To encourage residents to participate and cheer for the pandemic saddened community with their smiles, a lucky draw was set up. Sponsored by GEG, the prizes include hotel accommodations, food & beverage, shopping vouchers and movies tickets for use at GEG’s properties. Moreover, a total of 5,000 pieces of children’s masks were awarded (i.e. 50 pieces each) to the first 100 participants with successful submitted entries. The event was concluded with an award ceremony. Mr. Lee Kwok Hoo, Service Director of SKH, Mr. Posso Ip, Service Coordinator of SKH, and Ms. Catherine Lu, Assistant Vice President of Corporate and Community Relations of Public Relations of GEG, presented prizes to the winners. Members from the GEG Volunteer Team also joined to help distribute the children’s masks to the winners and encourage participants to continue to uphold the preventive measures and stand together to defeat the pandemic.

Held between June 1 and 7, the event was launched on SKH’s social media fan page. Mr. Lee Kwok Hoo said, “It was surprisingly the most popular event in recent months. The event offers a lot of interaction and has brought so much fun to our service users. I believe that online campaigns will become more popular and I hope to bring more fun to more families with these kinds of events in the future.” Ms. Lei, 1<sup>st</sup> prize winner of the lucky draw, said, “Since school is suspended, we have more time to spend with our child and even though everyone should wear a mask, my child doesn’t really like it. This event has helped remind us of how simple it is to make our children happy and how important it is to spend time with them. We haven’t travelled for a long time because of the epidemic and we really appreciate GEG for gifting us with a free hotel stay to enjoy our holiday without having to leave Macau.”

GEG is fully committed to making positive contribution to support people and children in need. Earlier, GEG and SKH had co-launched a home exercise equipment subsidy scheme that supported around 150 local families, including those with SEN children, on the set-up of a workout environment so that they can remain physically active amid COVID-19. In addition, GEG had launched a subsidy scheme to assist local kindergartens and primary schools in carrying out necessary infection prevention



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measures, and provide a subsidy to families whose children registered at Macau's non-government subsidized nurseries. With the phased resumption of classes for non-tertiary education schools, GEG had also arranged specialized team members to the Premier School Affiliated to Hou Kong Middle School to carry out sanitation training for their cleaning staff so that they could better maintain a safe and hygienic learning environment for their students.

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**Photo Captions:**



P001: GEG held a lucky draw with the “Smile behind the Mask” Photo Sharing event to encourage residents to participate and cheer for the pandemic saddened community with their smiles. The event was concluded with an award ceremony.



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P002: GEG Volunteers helped distribute the children's masks.



P003: Ms. Lei, 1<sup>st</sup> prize winner of the lucky draw, received a free hotel stay sponsored by GEG.