

GEG Foundation Proactively Promotes Portuguese Language and Culture; Supports the “Alphabets & Friends” Literary and Cultural Festival for 2nd Consecutive Year

May 26, 2022 – Galaxy Entertainment Group (“GEG”) proactively supports various types of arts and cultural activities to enhance Macau’s cultural diversity. Recently, through its “GEG Cultural & Academic Fund”, Galaxy Entertainment Group Foundation (“GEG Foundation”) funded the Portuguese Institute of the Orient (“IPOR”) in hosting its “Alphabets & Friends” Literary and Cultural Festival (“the Festival”) for the second consecutive year. Under the theme of “The Sea”, the festival encompassed a host of intriguing events. Among which, a set of Portuguese publications was presented to local primary and secondary schools while the “Zero Waste” Exhibition was also organized to promote Portuguese learning in Macau, cultural exchange between the local community and Portuguese-speaking countries, and important messages about protecting the planet. Partnered with the Consulate General of Portugal in Macao and Hong Kong and the Orient Foundation, the Festival received strong support and participation from the Education and Youth Development Bureau and the Cultural Affairs Bureau of the Macau SAR Government. Ms. Maria Helena de Senna Fernandes, Director of the Macau Government Tourism Office of the Macau SAR Government also attended the opening ceremony of the “Zero Waster” Exhibition to show support.

During the Festival’s “Mini Library” activity, a set of Portuguese books by young Portuguese authors and illustrators, along with their Chinese translations, were donated to nearly 40 primary and secondary schools in Macau. These books are suitable for children and adolescents and provide quality bilingual teaching material, so that teachers can use them to further motivate students’ interest in learning and understanding the Portuguese language, culture, and to broaden their horizons. Meanwhile, the Festival also featured the “Zero Waste” Exhibition, which was held at the Gallery of Orient Foundation. 10 art pieces created by local primary and secondary school students and students from IPOR’s Portuguese Workshops for Children and Youngsters using daily waste materials were showcased at the exhibition in hopes of educating the young generation to participate in environmental conservation, and to contribute to building a sustainable environment.

Furthermore, the Festival also included creative writing workshops, book fair, bilingual storytelling sessions in Portuguese and Chinese, music concerts, and arts performances. With the aim of promoting the Portuguese language and culture, the Festival attracted numerous families to participate and enjoy the parent-child moments amid the dynamic ambiance of Portuguese culture. Ms. Patricia Ribeiro, member of the Board of IPOR said, “With the strong and active support from GEG Foundation, our important partner of the literary and cultural festival, we were able to promote and integrate Portuguese culture into

the Macau community, elevate the interest of local youngsters in reading and studying Portuguese culture.”

Over the years, GEG has been supporting Macau’s development of “a base for exchange and cooperation with Chinese culture as the mainstream and the coexistence of different cultures” by facilitating arts and cultural development through different initiatives. Since its establishment in 2015, the GEG Foundation has initiated many multi-year projects that promote art and culture, education, and social welfare as part of GEG’s commitment to giving back to the community. In addition to the “GEG Cultural & Academic Fund”, other programs launched by the GEG Foundation include the GEG Arts & Culture Initiative, GEG Intangible Cultural Heritage Scheme, GEG Chinese Music Promotion Scheme, GEG Chinese Literacy Development Scheme, GEG Sign Bilingualism Co-enrolment Scheme and GEG Parenting Education Scheme, among others.

– End –

Photo Captions



P001: This year, the “Alphabets & Friends” Literary and Cultural Festival, under the theme of “the sea”, encompassed a host of intriguing events, including the “Zero Waste” which was inaugurated by Mr. Paulo Cunha Alves, Consul-General of Portugal in Macao and Hong Kong (middle), Ms. Maria Helena de Senna Fernandes, Director of Macau Government Tourism Office of the Macau SAR Government (third from left), Ms. Ana Paula Cleto, Head of Delegation of the Orient Foundation in Macao (third from right) and other guests.



銀娛基金會
GEG Foundation



P002: A book presentation ceremony was held for the Festival's "Mini Library" activity, in which the book sets were presented by Mr. Paulo Cunha Alves, Consul-General of Portugal in Macao and Hong Kong to the related school representatives.



銀娛基金會
GEG Foundation



P003: The Alphabet Book Fair featured children's books related to ocean and environmental protection.



銀娛基金會
GEG Foundation



P004: The “Zero Waste” Exhibition showcasing multiple art pieces created by daily waste materials was well received by the public.



銀娛基金會
GEG Foundation



P005: The Festival also included creative writing workshops, bilingual storytelling sessions in Portuguese and Chinese, music concerts, and arts performances, attracting numerous families to participate.