

Press release

## **SJM presents “Blooming Splendor” at Central District in support of “Light Up Macao 2023”**

(Macao, 4 December 2023) SJM Resorts, S.A. (“SJM”) is pleased to be participating in the “Light Up Macao 2023” event organised by the Macao Government Tourism Office. From now through 25 February 2024, the “Blooming Splendor” light installations will be on display throughout Macau’s Central District (Avenida de Almeida Ribeiro and Inner Harbour area) to promote tourism across the Macau community and stimulate the local economy at night.

The Central District, a popular tourism spot surround by World Heritage sites, is the historical heart of Macau’s economic prosperity and is home to the collective memories of Macau residents. In line with this year’s theme of “The Dazzling Wonderland,” SJM uses flowers to portray Macau’s unique blend of Chinese and Western cultures and vibrant colours to transform the Central District of Macau into a “Blooming Splendor.”

The brightly lit areas of the Central District include: Ponte No. 16 and Ponte 16 Resort, Rua de Cinco de Outubro, Kam Pek Community Centre, Cathedral Square and Travessa de São Domingos. The “Blooming Splendor” will lead visitors and residents on a journey of exploration into the city during the festive seasons.

### **Ponte No. 16 and Ponte 16 Resort**

A series of illuminated lotus flower installations at the iconic Ponte No. 16 Clock Tower and Ponte 16 Outdoor Plaza create a “Blooming Flowers” effect. The “Golden Lotus Pavilion” at Ponte 16 is an interactive LED screen and lightbox showcasing Macau’s history, culture, landmarks and cuisines to create an immersive experience for visitors. The pavilion also features several Macau backdrops for visitors to take photographs. Next to the pavilion is a “Splendor Rickshaw,” once Macau’s most distinctive tourist means of transportation, where visitors can explore the charm of the Central District in a myriad of ways.

### **Rua de Cinco de Outubro**

One of Macau’s most famous streets – Rua de Cinco de Outubro – will soon be adorned with romantic colours. The “Floral Fantasia” light installation, featuring circular flower patterns will add a beautiful burst of colour to the street. Visitors are welcome to follow the lights and wander through the street’s unique shops and nostalgic neighborhood lanes along the way, exploring a little-known side of Macau.

### **Kam Pek Community Centre**

SJM has specially designed a “Nostalgic Macao” installation to highlight the history of the Kam Pek Community Centre, a quaint building along Avenida de Almeida Ribeiro. The neon lights on the building exterior showcase Chinese cultural patterns, welcoming in the New Year together with the visitors. Another “Splendor Rickshaw” will also be on display in front of the Kam Pek Community Centre, a photo spot not to be missed!

### **Cathedral Square**

The “Sparkle of Lights” will light up the beautiful Cathedral Square. Fountains, planters, and large trees will be illuminated with colourful lights and projected patterns will shine on the Portuguese cobblestone square for a truly festive atmosphere. Every evening at 8:00 p.m. and 9:00 p.m., a one-minute light show will take place. The music and light projections will create a romantic sensory journey for visitors to take in the magic of the square.

### **Travessa de São Domingos**

“Illuminated Arches” along Travessa de São Domingos feature iconic images of Macau, creating a welcoming pathway for visitors. The arches tell the story of Macau’s rich history and are designed to encourage visitors to delve deeper into the city’s remarkable culture and explore the city’s less-traveled destinations.

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“Splendor Rickshaws” will be on display at Ponte 16 Outdoor Plaza and Kam Pek Community Centre.