



Press release

Grand Launch of “Let’s Light Up Almeida Ribeiro” Presented by SJM

“SJM Chinese New Year Market” Draws Crowds with Vibrant SME Stalls

(Macau, 5 February 2024) In line with the Macao SAR Government’s revitalisation plan of Macau historic areas, SJM Resorts, S.A. (“SJM”) has revealed a large-scale light installation in the Avenida de Almeida Ribeiro area, titled “Let’s Light Up Almeida Ribeiro” presented by SJM. Coinciding with the Chinese New Year celebrations, the installation, along with the “SJM Chinese New Year Market” at the Ponte 16 Outdoor Plaza, brings together a lively market experience, music and dance performances, as well as the traditional appearance of the God of Fortune. Through creating a festive atmosphere in the Avenida de Almeida Ribeiro and the Inner Harbour area, SJM strives to enhance the appeal and vibrancy of Macau’s community-based tourism.

The kick-off ceremony for “Let’s Light Up Almeida Ribeiro” presented by SJM was held this late afternoon at the Ponte 16 Outdoor Plaza. Guests of Honour included Ms. Leong Wai Man, Director of the Cultural Affairs Bureau of the Macao SAR Government; Mr. Lee Chong Cheng, President of the Macao Federation of Trade Unions; Ms. Chiang Sao Meng, Vice Chairman of the Board of Directors of Tung Sin Tong; and Mr. Hetzer Siu, National Director of Macau Special Olympics, along with Mr. Benjamin Toh, Chief Operating Officer of SJM. SJM’s mascot “Sam the Rooster” also made an appearance in festive attire for the Year of the Dragon.

With the support and guidance of the Cultural Affairs Bureau of the Macao SAR Government, “Let’s Light Up Almeida Ribeiro” presented by SJM is one of a myriad of initiatives to rejuvenate the Avenida de Almeida Ribeiro area. SJM is proud to join hands with the internationally acclaimed UK creative firm James Glancy Design and the China production team Brand Head to skillfully blend Macau’s contemporary elegance with captivating artistic light installations. This vibrant display, featuring an array of colourful lights and lively shadows, will illuminate the area daily from 6:00 p.m. to 10:00 p.m., creating a perfect photo spot for visitors. The event also receives great support from the Macao Government Tourism Office for promotional efforts.

In addition, the “SJM Chinese New Year Market” has already kicked off at the Ponte 16 Outdoor Plaza, bringing festive atmosphere to the community. Running from 5 February until 18 February 2024, the market will be open daily from 3:00 p.m. to 10:00 p.m. at the Ponte 16 Outdoor Plaza. The market features 16 local SMEs, several associations, and charitable organisations offering arts and crafts, creative handiworks, festive snacks, interactive games, and charity sales. There will be exciting song and dance performances, with “Sam the Rooster” spreading festive cheers. From 10 to 12 February (the first day to the third day of the Chinese New Year), the God of Fortune will make his appearance and send red packets and blessings to tourists and citizens.

To further enhance the festive spirit, SJM will showcase a “Drunken Dragon Dance” performance by the Ou Mun Sin U Hong Chong Wui at 2:00 p.m. on 17 February (the eighth day of the Chinese New Year) at the Ponte 16 Outdoor Plaza, combining the

unique charm of the intangible cultural heritage to create a lively and joyous atmosphere to the Lunar New Year celebrations.



Guests of Honour host the Kick-off ceremony for “Let’s Light Up Almeida Ribeiro” presented by SJM.



The light installation “Let’s Light Up Almeida Ribeiro” presents by SJM showcases artistic and cultural vitality.



The attending guests, representatives of SMEs and SJM's mascot, "Sam the Rooster" come together for a group photo.



Guests visit the "SJM Chinese New Year Market," immersing themselves in the festive atmosphere of Chinese New Year.