



Press Release

## **“Snoopy Winter Holidays” Is Coming at Grand Lisboa Palace Brings an Exclusive Festive Experience**

(Macau, 28 November 2024) SJM Resorts, S.A. (“SJM”) actively collaborates with internationally renowned IPs to launch a diverse array of themed amusement activities. This winter holiday, SJM is collaborating with Peanuts™ to bring the world-renowned beagle and his friends with the “Snoopy Winter Holidays” themed amusement zones to the Grand Lisboa Palace Resort Macau, creating wonderful holiday experiences for local residents and tourists to Macau. This interactive themed amusement allows fans to celebrate the 75<sup>th</sup> anniversary of “*Peanuts*” with an immersive Christmas showcase from 4 December 2024 to 5 January 2025, followed by a vibrantly joyous Chinese New Year display from 9 January to 16 February, promising a highlight on Macau’s winter festive calendar!

Snoopy has continued to delight comic fans around the globe since *Peanuts* first captured the hearts of millions when it premiered in 1950. Grand Lisboa Palace is celebrating the timeless character with enchanting recreations of beloved comic scenes, transforming the venue into a whimsical Snoopy Winter Wonderland. Guests are invited to embark on a wonderful journey to Level 1 of the resort where classic characters like Snoopy, Charlie Brown, Lucy, Linus, Sally, and others await for joyous photo opportunities. Guests can explore iconic installations, including Snoopy’s red doghouse, themed photo backdrops, and Christmas trees adorned with Snoopy and candy cane ornaments, ensuring that every corner of the property is a perfect photo spot. On Level 3, the beloved characters are featuring at the picturesque Jardim Secreto, beautifully decorated for the Christmas holiday. Do not forget to check-in with the two giant Snoopy figurines displayed outside the Grand Lisboa Palace to complete your journey of wonders!

The “Snoopy Winter Holidays” promises *Peanuts* fans a heartwarming and fun-filled winter escape, offering the opportunity to bring home Macau-exclusive collectibles from the limited-time *Peanuts* souvenir shop. The unique experience is further enhanced by a Peanuts-themed menu featuring insta-worthy delicacies at the GLP Lobby Lounge, along with themed workshops for creating special handicrafts. Snoopy and Charlie Brown will also make surprise appearances at scheduled times throughout the day and interact with visitors during the exhibition, promising a delightful holiday for families and friends.

Supported by Macao Government Tourism Office, SJM has also partnered with TurboJET to present “Hang Out in Macau with Snoopy @ Grand Lisboa Palace,” allowing fans to embark on a joyful journey with Snoopy between Hong Kong and Macau.

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SJM launches the “Snoopy Winter Holidays” interactive themed amusement on 4 December, inviting *Peanuts* fans to join the Christmas celebration at Grand Lisboa Palace.



The GLP Lobby Lounge presents an enticing menu of Snoopy-themed light snacks and beverages, with each dish featuring adorable Snoopy designs.