

Press Release

SJM Celebrates Year of Snake in San Ma Lo District with a Series of Festivities

(Macau, 24 January 2025) Step into the vibrant Year of the Snake with “SJM San Ma Lo CNY Activation” running from 29 January to 12 February at Kam Pek Market, Hong Kung Temple Square and Grand Lisboa Macau! Presented by SJM Resorts, S.A. (“SJM”), this lively celebration features delectable delicacies, busking performances, DIY workshops, exhilarating dragon dances, and exclusive privileges, inviting residents and visitors to revel in the festivities and usher in a New Year filled with happiness and abundance.

Savour Flavours of the World at Kam Pek Market

Kam Pek Market, the newest culinary landmark of Macau, is unveiling its first floor on 25 January, featuring eight new eateries offering distinctive dining options for tourists, including Linji Curry Noodles, Lok Fu Chiu Chow Cuisine, Kinnokura, Haeundae Korean Cuisine, I WANT GO, March, Estabelecimento De Comidas Pui Kei, and N8 Burger Workshop. Joining the eight outlets previously opened in December, the vendors offer a diverse array of Chinese, Portuguese, Japanese, Thai, and Taiwanese cuisines, satisfying cravings of every type.

In addition to festive lightings adorning the façade during, guests spending at Kam Pek Market will be able to celebrate the New Year with live music performances and international culinary delights, and take home a complimentary spring couplet between 29 January and 4 February. Please refer to the appendix* for details of festive activities at Kam Pek Market.

Enjoy Vibrant Festive Activities at Hong Kung Temple Square

This Chinese New Year, SJM’s beloved mascot, “Sam the Rooster,” will appear in various festive outfits on designated dates and times* at Hong Kung Temple Square, spreading joy and festive blessings to all. The festive ground will dazzle with dynamic busking performances and balloon twisting, filling the air with electrifying New Year vibes, as Sam distributes “Fortune Balloons” and “Unveil Unlimited Surprises at SJM” tear-off cards, giving visitors the chance to win fabulous prizes, such as pure gold, complimentary accommodation at Grand Lisboa Palace Macau and more.

Furthermore, SJM has also partnered with the local emerging artists to host creative workshops, where participants can create personalised spring couplet and graffiti canvas bag to celebrate the season.

Gather with Beloved Ones at Grand Lisboa for a Heartwarming Reunion

Strolling down the lively streets of San Ma Lo from Kam Pek Market and Hong Kung Temple Square, visitors will find themselves arriving at Grand Lisboa, where God of Fortune will greet guests with blessings and red packets. Families may indulge in a



joyful reunion celebration full of tantalising flavours at one of the hotel's restaurants, and visit the "Grand Lisboa CNY Fair," featuring a delicious array of local snacks and street food, and a kid's play zone. Guests who spend at any of the hotel's retail or dining outlet, may also redeem a spring couplet from the calligraphy booth.

On 3 February, an auspicious lion dance will parade through the hotel to welcome in the New Year. For details of the New Year activities, please refer to the appendix* or visit: <https://www.sjmresorts.com/en/happenings/happy-year-of-the-snake-at-sjm>

- End -

* Please refer to the appendix for details



澳娛綜合度假股份有限公司
SJM RESORTS, S.A.




澳娛綜合 新馬路片區新春活動 SJM San Ma Lo CNY Activation

新春藝術工作坊
CNY Art Workshop
1月Jan/29-31
2月Feb/12
17:00-18:00



新馬路全新美食文化地帶
A new culinary landmark
in San Ma Lo



現已開業 Now Open

2025
1.29 — 2.12

指定日子街頭表演 · 氣球扭扭樂 · 限定工作坊
Busking · Balloon Twisting · Workshops on designated dates

活動地點：康公廟前地
Event Location: Hong Kung Temple Square

Celebrate the Chinese New Year with SJM's "San Ma Lo CNY Activation!" from 29 January to 12 February, at Kam Pek Market, Hong Kong Temple Square, and Grand Lisboa, will host a vibrant celebration.



The eight eateries located on the first floor of Kam Pek Market will operate starting from 25 January, joining the eight outlets previous opened in December, offering a diverse array of Chinese, Portuguese, Japanese, Thai, and Taiwanese cuisines.



Indulge in a joyful celebration with the God of Fortune at Grand Lisboa Palace and Grand Lisboa.

Appendix: Limited-time Offerings at “Kam Pek Market” and Chinese New Year Activities at various locations

Limited-time Offerings at “Kam Pek Market”	
Vendors	Details
Sam’s Station	<ul style="list-style-type: none"> Enjoy M-size signature drinks for MOP25: <ul style="list-style-type: none"> - Jasmine Dragonwell Bird’s Nest Milk Tea - Brown Sugar Ginger Milk Tea
Goat Bakers	<ul style="list-style-type: none"> Special set available at MOP50 Choose one of three flavours of flower cups, paired with Black Coffee or Thai Green Lemon tea
Fong Seng Hin Mei Sek	<ul style="list-style-type: none"> Save MOP5 when ordering “Special Noodles / Soup Noodles” and pairing with “Hot or Cold Drinks”
Pratunam 1982	<ul style="list-style-type: none"> Enjoy 5% off any purchase
RUI CHEN DELIGHTS	<ul style="list-style-type: none"> Enjoy the upgrade opening-discounted package: Order any Rice or Noodles and receive one dish of vegetables and a drink
Dragon Dance Noodle	<ul style="list-style-type: none"> Enjoy 10% off upon spending MOP100 or more
Linji Curry Noodles	<ul style="list-style-type: none"> Get a free drink with any purchase
Lok Fu Chiu Chow Cuisine	<ul style="list-style-type: none"> Receive one free portion of handmade Siumai upon spending MOP30
Kinnokura	<ul style="list-style-type: none"> Enjoy 10% off on a single purchase (Except special items and drinks)
Haeundae Korean Cuisine	<ul style="list-style-type: none"> Enjoy 10% off on single purchase (Cannot be used in conjunction with other promotions)
I WANT GO	<ul style="list-style-type: none"> Get one free Serradura Pudding (Value MOP25) upon spending MOP50 and checking in at I WANT GO
March	<ul style="list-style-type: none"> Enjoy 10% off on a single purchase
Estabelecimento De Comidas Pui Kei	<ul style="list-style-type: none"> Enjoy 20% off on a single purchase
N8 Burger Workshop	<ul style="list-style-type: none"> Enjoy 10% off on a single purchase

Chinese New Year Activities at Kam Pek Market		
Date	Time	Activities
29 January to 4 February	11:30 a.m. to 5 p.m.	Live Music Performance
	12 p.m. to 6 p.m.	Redemption of Couplets upon Spending

Chinese New Year Activities at Hong Kung Temple Square		
Date	Time	Activities
29 January to 4 February, 8, 9 and 12 February	4 p.m. to 9 p.m.	Balloon Twisting
		Meet SJM’s mascot “Sam the Rooster” and



		Balloon Distribution
	7 p.m. to 7:45 p.m.	Busking
29 January to 4 February, 8 and 9 February	4 p.m. to 9 p.m.	“Unveil Unlimited Surprises at SJM” Tear-Off Card Distribution
29 to 31 January	5 p.m. to 6 p.m.	Spring Couplet Workshop
12 February		Graffiti Canvas Bag Workshop

Chinese New Year Activities at Grand Lisboa		
Date	Time	Activities
29 to 31 January	12 p.m. to 9 p.m.	God of Fortune Parade
29 January to 4 February	12 p.m. to 6 p.m.	“Grand Lisboa CNY Fair”
		Redemption of Couplets upon Spending