



## **GEG Title-Sponsors the “Alphabets & Friends” Literary and Cultural Festival; Hosting Exclusive Portuguese Story Creation Session to Deepen Chinese-Portuguese Cultural Exchanges in the Community**

**May 7, 2025** – Galaxy Entertainment Group (“GEG”) has been actively supporting cultural and artistic exchanges between China and Portuguese-speaking countries, and advancing the establishment of Macau as “a base for exchange and cooperation where Chinese culture is the mainstream and diverse cultures coexist”. Spanning over 30 activities from April 4 to May 6, the “Galaxy Entertainment Group Presents: Literary and Cultural Festival for Parents and Children ‘Alphabet & Friends’ 2025” (“the Festival”) was jointly organized by the Portuguese Institute of the Orient (“IPOR”) and the Consulate-General of Portugal in Macau and Hong Kong and title-sponsored by GEG. As part of the Festival, GEG hosted an exclusive parent-child story creation session at the Galaxy Kidz Edutainment Center, inviting over 30 local children and parents from the Associação Promotora da Instrução dos Macaenses to participate. Together, they created and read Portuguese-language stories, deepening their understanding and interest in Portuguese culture through relaxed and interesting interactions. Since its inception in 2021, GEG has supported the Festival for five consecutive years, facilitating cultural exchanges within Macau’s Chinese-Portuguese community. Including this year’s activities, the Festival has drawn participation from 40 local schools and institutions, totaling over 10,000 participants.

During the parent-child story creation session at the Galaxy Kidz Edutainment Center, Ms. Catarina Mesquita, founder of Macau’s first trilingual children’s book publishing company, Mandarin Books, inspired the creativity of children in an educational and entertaining way, guiding them to use different Portuguese phrases and vocabularies to create unique stories based on everyday life. Portuguese cartoonist, Mr. Rodrigo de Matos, also attended the event and vividly illustrated the children’s ingenious ideas on canvas. The children and their parents added colorful stickers to their works afterwards in a warm and lively atmosphere. Additionally, Ms. Mesquita brought her books, published in Chinese, English and Portuguese, for the participating families to read together, allowing them to experience the joy of cross-cultural communication. Mr. Mário Herculano Fernandes Estorninho, a representative from the Associação Promotora da Instrução dos Macaenses, said, “We sincerely thank GEG and all the organizers for providing this rich cultural experience. The event not only sparked children’s creativity and imagination through engaging activities, but also fostered their interest in storytelling, improved their expression and comprehension skills in the Portuguese language, and deepened their understanding of Portuguese culture.”

For the first time, the series of activities in this year’s Festival were the “reading points” of the “Reading Month in the City of Macao 2025” organized by the Cultural Affairs



Bureau of the Macau SAR Government (“ICM”). The Festival was linked to a number of related initiatives, such as International Children’s Book Day, World Book Day, and World Portuguese Language Day, with various activities ranging from concerts, theater performances, parent-child workshops, children’s book fairs, and book launches around the theme of “Artificial Intelligence in Education - The Robot and I” held to the enthusiastic response of different sectors. Furthermore, at the “Mini Library”, one of the key events of the Festival, IPOR, the Consulate-General of Portugal in Macau and Hong Kong and GEG jointly donated a collection of nearly 400 books by Portuguese-language authors, including some bilingual editions released during the Festival, to nearly 40 non-tertiary local schools that include Portuguese in their curriculum in hopes of enhancing local youth’s interest in reading and deepening their understanding of the Portuguese culture through high-quality bilingual learning materials.

Over the years, GEG has upheld its philosophy of “What is taken from the community is to be used for the good of the community” by supporting Chinese-Portuguese cultural and artistic events in Macau through diverse ways, hoping to enrich the city’s multicultural landscape. In this March, GEG sponsored the Macau Literary Festival for the 11th time, providing a platform for literary exchange between cultural and artistic advocates from China and Portuguese-speaking countries. Last year, GEG supported the “GEG Lusofonia Festival” for the second consecutive year, serving as one of its organizers for the first time alongside ICM. Since 2021, GEG has partnered with ICM to launch a variety of initiatives under the “Encounter in Macao – Arts and Cultural Festival between China and the Portuguese-speaking Countries”, including supporting the “GEG Traditional Music and Dance Performance in the Community” held at Galaxy Macau™ integrated resort for two consecutive years. Additionally, GEG has supported the “China and Portuguese-speaking Countries Film Festival” for four consecutive years, co-hosting it twice and providing outdoor screenings at GEG’s revitalization project – the Lai Chi Vun Shipyards during this past edition. Moving forward, GEG will continue to support various cultural and artistic activities, injecting new impetus into the sustainable development of culture and art in Macau.

**– End –**

**Photo Captions**



P001: Coinciding with the Festival, GEG invited local parents and children from the Associação Promotora da Instrução dos Macaenses for an exclusive parent-child story creation session, where they created and read Portuguese-language stories together, deepening their understanding and interest in Portuguese culture through relaxed and interesting interactions.



銀娛 GEG



P002: During the parent-child story creation session at the Galaxy Kidz Edutainment Center, Ms. Catarina Mesquita, founder of Macau's first trilingual children's book publishing company, Mandarin Books, inspired the creativity of children in an educational and entertaining way, guiding them to use different Portuguese phrases and vocabularies to create unique stories based on everyday life.



P003: Portuguese cartoonist, Mr. Rodrigo de Matos, vividly illustrated the children's ingenious ideas on canvas.



銀娛 GEG



P004: Children added colorful stickers to their works afterwards in a warm and lively atmosphere.



P005: The participating families read books published in Chinese, English and Portuguese together, experiencing the joys of cross-cultural communication.