

Press Release

## **SJM Fully Supports “The Feast of the Drunken Dragon”**

### ***Preserving Intangible Cultural Heritage and Boosting the Community Economy***

(Macau, 25 May 2026) — SJM Resorts, S.A. (“SJM”), as the longest-standing and most committed sponsor of “The Feast of the Drunken Dragon,” has provided steadfast support for this intangible cultural heritage event for decades, regarding it as an important responsibility in promoting and preserving Chinese cultural traditions. This year, while continuing its role as the main sponsor, SJM has introduced a series of innovative initiatives. These include the launch of the “Intangible Cultural Heritage Flash Fun” interactive games at Hong Kung Temple Square on selected weekends from May to June, allowing visitors to experience the charm of intangible cultural heritage in a fun and engaging way. In alignment with the Macao SAR Government’s “Tourism +” strategy, SJM also helps channel festival crowds into the city’s old districts and historic neighbourhoods, fostering a win-win outcome between cultural preservation and community economic development.

### **Preserving Cultural Roots and Safeguarding a Century-old Heritage**

The 2026 edition of “The Feast of the Drunken Dragon”, organised by the Macao Fish Trade General Association and supervised by the Office of the Secretary for Social Affairs and Culture of the Macao SAR Government, was held on 24 May, the Buddha’s Birthday. On the morning of the event, accompanied by the resounding beats of gongs and drums, performers brought the “Drunken Dragon” to life with its distinctive, tipsy-like movements. A grand worship ceremony, along with drunken dragon and lion dance performances, took place at Senado Square, followed by a parade across the Macao Peninsula. The procession passed through several iconic landmarks in the Inner Harbour and San Ma Lo, including Grand Lisboa Macau, Hotel Lisboa Macau, Kam Pek Market, and Ponte 16 Resort Macau. The vibrant parade attracted large crowds of residents and visitors who gathered to watch and take photos, creating a festive atmosphere throughout the district.

As the main sponsor, SJM not only provides substantial support but also actively participates in the festivities. SJM’s mascot “Sam” was invited to join the drunken dragon performance, bringing a lively presence that helps bridge traditional culture with younger audiences. Meanwhile, SJM’s volunteer team visited Sam Kai Vui Kun and Iao Hon Market to assist the organiser in distributing “Longevity Rice,” symbolizing blessings of longevity and well-being. This initiative helps strengthen community bonds while offering visitors the opportunity to experience this century-old local custom.



## **Interactive Experiences to Stimulate the Community Economy**

To further enrich visitors' community experience, SJM will present the "Intangible Cultural Heritage Flash Fun" interactive games at Hong Kung Temple Square on selected weekends from May to June (23–24 May; 6–7, 13–14, and 19–21 June). Centred on the themes of the Drunken Dragon Festival and the Dragon Boat Festival, the activity features lively and engaging interactive games that invite visitors to experience intangible cultural heritage in an immersive way, creating new highlights for cultural tourism.

The activity venue is just a few minutes' walk from Kam Pek Market, a key project under SJM's revitalisation plan for San Ma Lo district. While preserving its historical architectural features, Kam Pek Market has been revitalised into a gastronomic and cultural landmark. Visitors can redeem food and beverage vouchers or enjoy exclusive offers at the venue using prizes won from the games, effectively converting festival footfall into community spending, supporting local small and medium-sized enterprises, and injecting new vitality into the community economy.

SJM believes that cultural inheritance and community development are interconnected. In addition to its longstanding support for "The Feast of the Drunken Dragon," SJM also sponsors major cultural and sporting events such as the "SJM Macao International Dragon Boat Races," promoting the integration of traditional heritage with innovative tourism initiatives. Through these efforts, SJM continues to enrich Macao's cultural offerings as a "World Centre of Tourism and Leisure".

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SJM fully supported the 2026 edition of “The Feast of the Drunken Dragon”, which was successfully held during the Buddha’s Birthday on 24 May. SJM’s mascot “Sam” was invited to join the drunken dragon performance, bringing a lively presence that helps bridge traditional culture with younger audiences.



The drunken dragon and lion dance performance teams paraded through Kam Pek Market and several famous landmarks, attracted large crowds of residents and visitors who gathered to watch and take photos, creating a festive atmosphere throughout the district.



SJM will present the “Intangible Cultural Heritage Flash Fun” interactive games at Hong Kong Temple that invite visitors to experience intangible cultural heritage in an immersive way, creating new highlights for cultural tourism.



SJM’s volunteer team visited Sam Kai Vui Kun and Iao Hon Market to assist the organiser in distributing “Longevity Rice,” symbolizing blessings of longevity and well-being.