

Press Release

SJM Joins Hands with Sheng Kung Hui to Organise “Joyful Life” Sports and Wellness Competition Day

Promoting Responsible Gaming and Rational Entertainment Among Youth

(Macau, 7 September 2026) — SJM Resorts, S.A. (“SJM”) joined hands with the Sheng Kung Hui Macau Social Services Coordination Office (“Sheng Kung Hui”) to co-organise the “Joyful Life: Responsible Gaming and Healthy Living Together – Sports and Wellness Competition Day” at the Olympic Sports Centre Indoor Pavilion in late August. By combining sports competitions with responsible gaming education, the event adopted a fun, interactive approach to promote healthy living and responsible entertainment among young people, supporting the Macao SAR Government’s policy direction on responsible gaming and contributing to the development of a healthy community.

Promoting Responsible Gaming Through Sports

The event attracted approximately 70 local youths and working young adults aged 15 to 45, who formed 14 teams to participate in a series of engaging sports and wellness challenges. Activities included a Responsible Gaming (RG) Quiz Competition, Team Tower Building Challenge, RG Tic-Tac-Toe Archery, and Floor Curling, among others.

Through sports competitions and teamwork, participants not only experienced the enjoyment and benefits of an active, healthy lifestyle but also gained a deeper understanding of responsible gaming concepts through interactive activities. Key topics included developing sound financial habits, recognising the importance of setting personal limits on time and spending, and making informed entertainment choices.

One participant shared: “This activity helped me realise that responsible gaming is closely linked to time management, financial planning, and healthy living. Through team competitions and interactive games, I learned how to set boundaries for myself and make more rational choices, while also appreciating the importance of developing healthy lifestyle habits.”

Building a Healthy and Responsible Community Together

As a key stakeholder in Macau’s integrated tourism and leisure industry, SJM has long been committed to supporting the Macao SAR Government’s responsible gaming initiatives. Through community education, campus outreach, employee training, and cross-sector collaboration, the Company continues to promote rational entertainment and healthy financial management. SJM believes that responsible gaming is not only an important aspect of corporate social responsibility but also a cornerstone of the industry’s sustainable development and the continued advancement of Macau as a World Centre of Tourism and Leisure.

Looking ahead, SJM will continue to collaborate with government departments, social service organisations, and community partners to develop innovative and diversified educational programmes. These efforts will further enhance Macau youth's awareness of responsible entertainment, financial management, and available support resources, contributing to a healthy and more sustainable community.

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RG Tic-Tac-Toe Archery challenge



Floor Curling challenge