

For Immediate Release

Taipa Village Destination Launches Community Slogan Challenge Showcasing Taipa Village as Macau's Leading Non-Gaming Haven



Macau, 12 May 2023 – Taipa Village Destination is delighted to unveil the *Taipa Village Slogan Challenge*, an inclusive contest engaging the whole community in showcasing the essence of Taipa Village as Macau's foremost non-gaming destination. This exciting initiative aims to highlight the village's rich heritage, culinary offerings and vibrant lifestyle attractions, inviting visitors from home and abroad to fully immerse themselves in the timeless charm that defines Taipa Village.

The four-week campaign seeks to inspire the general public to unleash their innovative spirit by crafting captivating slogans that embody the three pillars of the Taipa Village experience: heritage, cuisine and lifestyle. Participants will have the opportunity to win generous cash prizes and fantastic dining rewards worth a total of more than MOP 30,000, with a grand prize of MOP 10,000 awarded to the winner.

"We are thrilled to introduce this inspiring slogan challenge, offering the wider community the opportunity to share their unique perspectives on this culturally rich and prominent non-gaming destination in Macau," says Pamela Chan, Managing Director of Taipa Village Destination Limited. "Taipa Village holds a special place in the hearts of many, and by actively involving the public, we aspire to showcase their imagination and boundless creativity."

The programme has received significant support from a range of established organisations, including its two lead sponsors, Lord Stow's Bakery, the creator of Macau's iconic egg tart recipe, and Sniper Capital, a leading force driving the preservation and regeneration of Taipa



Village for the past two decades. Several renowned dining establishments in the village, including Tapas de Portugal, Barcelona, Bella Taipa and Janela, have also contributed their support, alongside noted educational institutions the Macao Institute for Tourism Studies and the University of Saint Joseph Macao.

To recognize the flair and inspiration behind the top-ranked entries, the winning slogans – carefully selected by a panel of five judges – will be given pride of place on Taipa Village Destination’s dedicated website (www.taipavillagemacau.com) and social media channels, emphasising the creativity involved. Visitors can access these platforms to stay up to date with the latest news on Taipa Village, indulge in the district's diverse culinary offerings, enjoy exciting shopping experiences, and embark on enriching journeys of exploration.

Taipa Village is poised to cement its status as one of Asia's trendiest destinations, providing a diverse range of lifestyle offerings and exciting activities. Its vibrant blend of art, culture, dining and retail is a testament to the Taipa Village’s unwavering commitment to promoting non-gaming tourism in Macau. This dedication perfectly complements Macau's distinction as a UNESCO Creative City of Gastronomy and contributes immeasurably to its sustainable development as a global hub for tourism and leisure.

Contest Details

Date	: 15 May-15 June 2023
Eligibility	: All members of the public (residents and non-residents)
Language	: English or Chinese
Submission	: https://bit.ly/3nPcL5s
Announcement of winners	: End of June 2023

Cash Prizes

Grand Prize	MOP 10,000
2 nd Prize	MOP 5,000
3 rd Prize	MOP 2,500
4 th Prize	MOP 1,500
5 th Prize	MOP 1,000
Five Excellence Awards	Exclusive dining offers

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About Taipa Village Destination Limited

Taipa Village Destination Limited is leading the promotion of the brand concept “Taipa Village – Authentic Macau”, with the goal of attracting both local and international visitors to this increasingly popular heritage district. Its primary mission is to foster sustainable heritage in Taipa Village, a blend of architecturally beautiful shophouses and vibrant retail and food & beverage concepts that is benefiting the broader community in Macau and developing as a new tourist attraction in its own right.

Taipa Village Destination Limited is an affiliate of Sniper Capital Limited, a real estate fund manager that has been leading the regeneration of Taipa Village for more than a decade, and



which is committed to supporting and promoting the area alongside the Macau government and local business and property owners.

About Taipa Village – Authentic Macau

Taipa Village is located in the oldest and best-preserved part of Taipa. Formerly home to local fishermen, Taipa Village, with its traditional shophouses and quaint cobbled streets, offers an antidote to the glitz of the neighbouring Cotai Strip. Richly endowed with a mix of Portuguese and Chinese architecture, and with unmistakable Mediterranean touches, Taipa Village is a culturally diverse landmark destination that offers visitors a taste of the original, authentic Macau.

Taipa Village, as a new brand concept established by Taipa Village Destination Limited, provides tourists and locals alike with a genuine, relaxed experience through myriad heritage attractions, innovative dining establishments, unique shopping experiences and diverse arts and entertainment offerings. Authentically Macau, Taipa Village combines a rich cultural heritage with historic beauty, harking back to an idyllic blend of East and West.

www.taipavillagemacau.com

For more information and images, please contact:

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