

CHARITABLE SWINGS

A revamped format adds excitement to next month's Annual Macau Business Charity Golf

Prepare your clubs – the Annual Macau Business Charity Golf Tournament is hitting the greens next month, set to chip in for good causes. The big news is that the organisers have revamped the event's format to add excitement, but are still keeping the goal of promoting charity and corporate social responsibility.

One of the major changes is that the golf tournament is no longer divided into two days. Event organiser the Charity Association of Macau Business Readers has decided to concentrate the playing into just one fun-packed day to make logistics easier for the teams, which again hail from every corner of the city's business community.

The greens of Caesars Golf Macau will receive the competition, scheduled for October 25.

This year, the tournament will include four categories, not two as in previous editions. The MOP200,000 (US\$25,000) prize money is to be split into MOP75,000, MOP60,000, MOP40,000 and MOP25,000 among the winners of each category. Each winning team will have the right to name one charity to which they will forward their winnings.

"This way, more companies have a chance to present the cash to the charities of their choice," says tournament director Stefan Kuehn.

The field of participants is limited to 25 teams, with three players each. Individual golfers are also welcome to join. For the first time, the Annual Macau Business Charity Golf Tournament is part of an international tour. The event has been included in the International Golf Tour City of Lugano. The team that finishes the tournament with the best net

score will have the chance to go to Lugano, Switzerland, to play in the tour's final, with all expenses covered.

The International Golf Tour City of Lugano was established in 2005. It is an exchange programme linking Lugano to the world, aimed at providing a platform for businesspeople from around the world to meet and network while enjoying the city's spectacular golf course.

Lugano hosts the final of the international tour, welcoming the winners of partner tournaments in Argentina, Italy, Portugal, Scotland, Spain, Switzerland, Uruguay and now Macau. The final is scheduled for next year, when teams made of top managers, entrepreneurs and professionals from around the world will vie for top honours.

Golf for hope

Since the Annual Macau Business Charity Golf Tournament debuted in 2007, MOP2.86 million has been raised and distributed among charities and social projects in Macau, Hong Kong, the mainland and further afield. Last year, Olga's Promise, a Nepali organisation that works in the field of children's welfare, was among the beneficiaries.

The tournament has an international appeal. Sydney-based casino-hotel The Star again joins Melco Crown Entertainment Ltd and Caesars Golf Macau as one of the main sponsors.

Teams come from banking to construction and engineering, and from professional services to gaming. Players include some of the city's top senior executives and major businesspeople. The tournament format is a Threesome Texas Scramble, while scoring will be calculated according to a double Peoria system,

allowing players of different levels to compete on relatively even ground. There are several special trophies, including for the longest drive, the stroke nearest to the pin, the straightest drive, a putting contest and a special hole-in-one challenge.

The Macau Business Charity Gala Dinner, intended to accommodate non-golfing patrons as well as the tournament players, has become a highlight of the event. This year, it will take place on October 26.



The evening's programme includes the trophy and prize presentation ceremony for the golf competition. But everyone has a chance to be winner. An auction of sport and entertainment memorabilia and a raffle with prizes generously donated by event partners will round up the gala night.

"The Annual Macau Business Charity Golf Tournament shows the real meaning of corporate responsibility," says Paulo A. Azevedo, the president of the Charity Association of Macau Business Readers. He says the event has already helped several small Macau-based charities struggling for support.

Companies are welcome to support the Annual Macau Business Charity Golf Tournament. To find out more about the event please email info@macau-event.com. Additional information is available at www.macau-event.com.

CHARITIES AND NON-PROFIT ORGANISATIONS THAT HAVE BENEFITTED SINCE 2007



- Amity Foundation (Mainland China)
- Andrew Stow Foundation
- Animal Asia Foundation (Hong Kong)
- Art for All Society
- Association of Rehabilitation of Drug Abusers of Macau
- Caritas Macau
- Casa de Portugal em Macau
- Changing Young Lives Foundation (Hong Kong)
- Chi Heng Foundation (Hong Kong)
- Children's Surgical Centre (Cambodia)
- Christina Noble Children's Foundation (Vietnam and Mongolia)
- Cradle of Hope
- Enlighten – Action for Epilepsy (Hong Kong)
- Football For Life (Hong Kong)
- International Ladies' Club of Macau
- Japan 2011 earthquake victims (Japan)
- Kely Support Group (Hong Kong)
- Lar da Nossa Senhora da Penha
- Macau Child Development Association
- Macau Special Olympics
- Olga's Promise (Nepal)
- Operation Breakthrough (U.S.)
- Operation Smile (International)
- Outward Bound (International)
- Rotary Club of Kowloon Golden Miles (Hong Kong)
- Rotary Club of Wanchai (Hong Kong)
- Royal Geographical Society (United Kingdom)
- Society for the Protection of Children (Hong Kong)
- Tung Sing Tong
- Yan Chai Hospital (Hong Kong)
- Zhuhai Child's and Art Development (Mainland China)

