

Company: Strategic Works, Inc.

Company Description: Established 1999, STRATWORKS has delivered powerful, well-constructed narratives from data-driven insights, creating profound connections and influence for the past 25 years. Because people respond to the power of great stories.

Nomination Category: Event Categories

Nomination Sub Category: Art, Entertainment & Public - Tournament

Nomination Title: Ortigas Malls, Philippines: GH Mall welcomes Chinese New Year 2025 with a bang with its first Lion Dance Competition

1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Video of up to five (5) minutes

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

Total 490 words used.

The Lion Dance is traditionally performed during the Chinese New Year celebrations to herald good luck and prosperity for the coming year. Loud drums are played while colorful lions dance to ward off bad spirits, bringing in blessings in one's home and business. In the Philippines, you can find this dance formally being performed in all its glory along the busy streets of Binondo, Manila.

In celebration of the Year of the Wooden Dog, GH Mall brought the auspicious tradition of the performance alive with its first-ever **Lion Dance Competition** held at the East Wing Atrium on Chinese New Year. The event gathered 10 talented groups that competed for a chance to win the P100,000 grand prize.

Considered by Feng Shui experts as "the belly of the dragon," Greenhills was the ideal spot for Filipinos and Tsinoyos (Filipino-Chinese) to spend their Chinese New Year. The wide array of restaurants and stores selling local delicacies, as well as the energetic Lion Dance performances, made it a family and *barkada* affair.

The 2025 Lion Dance Competition in GH Mall, which was held in partnership with the Huang Lion & Dragon Dance Group and Pawchester, brought together **10 competing dance groups with 12 members each** that showed off their artistry, precision, and rhythm while performing, as well as their vibrant costumes. They all vied for a chance to take home the grand prize of P100,000.

The participating teams were as follows:

1. Rui/Binondo Phoenix Dragon & Lion Dance Group
2. Xavier Dragon & Lion Dance Team
3. Philippine Yong Sheng Dragon Lion Sport Association
4. CKS College Dragon & Lion Dance Team
5. Chinatown Youth Generation Lion Dance Group
6. Philippine Wei San Dragon & Lion Dance Troupe
7. Philippine Golden Wild Dragon Lion Sport Association
8. Philippine Chinese Golden Tiger Dragon & Lion Dance Group
9. Philippine Wei Feng Dragon & Lion Dance Group
10. Quezon City Dragon & Lion Dance Team.

This was the first time that GH Mall partnered with the Chinese-Filipino community to hold a Lion Dance Competition of this caliber. The marvelous display and rhythmic drums attracted an **enthusiastic audience of over 2,000 spectators in the mall**.

In the end, the Rui/Binondo Phoenix Dragon & Lion Dance Group took home the P100,000 grand prize. The first runner-up received a generous P80,000, while the second runner-up got P50,000. The rest of the participants also got a consolation prize of P20,000.

The Lion Dance Competition's announcement and event proper were featured in major publications, such as Philippine Daily Inquirer, Philippine Star, and Manila Bulletin, as well as local blogs, earning a total reach of **2,058,400 media values**.

GH Mall's 2025 Lion Dance Competition was designed to **bridge Filipino-Chinese cultures with traditions that transcend time, and to support its efforts to build a lively community that engages all generations**. The prizes served to add excitement and to encourage the next generation of Lion Dance performers to take up the time-honored craft.

4. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

Attachments/Videos/Links:

[Ortigas Malls, Philippines: GH Mall welcomes Chinese New Year 2025 with a bang with its first Lion Dance Competition](#)



[REDACTED FOR PUBLICATION]

