

卷首语

PREFACE



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感恩十五载 同庆同骏步

CELEBRATING 15
YEARS OF RIDING
HIGH TOGETHER

在这美好的春日光景中，北京会所迎来15岁生日。本次周年主题“感恩十五载，同庆同骏步”，意味着我们一直以来与会员骏步同行，追求“同心同步 佳绩共创”的目标，致力提升马运水平，回馈社会，乐享格调生活。北京会所感恩与会员的这份宝贵情缘，特此准备了缤纷活动与精彩礼遇，以表达我们的心意及对会员诚挚的关爱与承诺。

4月的多场主题活动为您拉开周年庆典的序幕。今年，我们围绕三大会员价值主张推出先导活动，并以线上线下相结合的形式在微信公众号推出15周年趣味答题预热活动，带给您别样惊喜。5月5日，北京会所将举办周年晚宴，与您同庆这美好时刻。周年庆期间，您还可莅临会所，参与趣味互动“绘制个性佳驹”。您所绘制的赛驹将展示在周年晚宴或刊登在微信推文，与我们共同见证“同庆同骏步”。此外，为庆祝周年华诞，北京会所餐厅4月奉上精选美馐，LEVADE精品店推出尚品礼遇，更有限时客房特惠礼遇邀您尊享。您可在本期“15周年志庆特辑”中获取更多相关资讯。

凝聚在“聚贤策马传贵雅”的价值主张下，我们将继续围绕“伯乐群英”、“至尊社交”和“社会贤达”三大主题，为会员带来更多精彩活动，将卓越的服务与品质贯彻始终。与此同时，全新大湾区会员中心——马会骏心台目前正在筹备中。马会将凭借现有及规划建设中的全新会员设施，连接北京及大湾区，南北结合为会员打造精彩生活圈，敬请期待！

As beautiful spring arrives, Beijing Clubhouse celebrates its 15th anniversary. The theme this year is “15 Years of Riding High Together” — reaffirming our collective pursuit of excellence in equestrian sports, horse connoisseurship, quality lifestyle, and building a stronger community, while “Riding High Together for a Better Future.” Beijing Clubhouse is grateful for this precious relationship with Members. We have prepared various activities and wonderful gifts, to express our heartfelt love and commitment to all our Members.

Themed events in April raise the curtain for the anniversary. We have designed activities around the three major value propositions. Our official WeChat will launch the 15 Anniversary special feature in a combined online and offline format. On 5 May, Beijing Clubhouse will celebrate the annual dinner. You can participate in the amusing “Personalized horse paintings” interaction. The racehorse you draw will be displayed during the anniversary dinner or tweets on WeChat for everyone to witness “Riding High Together.” Beijing Clubhouse will offer a wide choice of delicacies in April, and the LEVADE will launch exquisite gifts. There are special anniversary room packages for you to choose from, which you should not miss. Get more information in this issue of “15th Anniversary Special”.

Focusing on the Members' value statement: “Lifestyle of Champions”, we anchor the three pillars: “Horse Connoisseur”, “Social Sophistication”, and “Community Leadership”, to activate events, excellent service, and quality. Meanwhile, the new The Hong Kong Jockey Club Shenzhen Centre at the Greater Bay Area is underway. The Club will rely on the existing and planned new Member facilities to connect Beijing and the Greater Bay Area, combining the north and the south, to create a virtuous life circle for Members. Stay tuned!