



FOR IMMEDIATE RELEASE

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**SOUTHWEST AIRLINES® CHINESE NEW YEAR FESTIVAL AND PARADE
IS CELEBRATING THE YEAR OF THE PIG (Lunar Year 4717),
IN SAN FRANCISCO, FROM FEBRUARY 2 THRU MARCH 3, 2019**

San Francisco, CA: Gung Hay Fat Choy! Sen Nin Fai Lok! (Happy New Year)

The Pig is the 12th animal in the Chinese Zodiac. The Year of the Pig begins on February 5, 2019. Originating thousands of years ago to celebrate the reawakening of nature, Chinese New Year, also known as Lunar New Year or the Spring Festival, is a time of reunion and thanksgiving. Lunar New Year festivities begin with the new moon on the first day of the New Year and end on the full moon 15 days later.

According to Chinese legend, the Lord Buddha called all the animals to come to him before he departed earth. Only 12 animals came. As a reward, he named a year after each of them in the order that they arrived: Rat, Ox, Tiger, Hare, Dragon, Snake, Horse, Sheep, Monkey, Rooster, Dog, and Pig. In Chinese astrology, people take on the characteristics of the animal that rules the year of their birth. Those characteristics can also be seen in the year itself.

The Pig is associated with being artistic, refined, intuitive, intelligent, and well-mannered. There is a Chinese proverb that their chubby faces and big ears are signs of fortune as well. People born in the Year of the Pig are chivalrous and gallant. Whatever they do, they do with all their strength. For Pig Year people, there is no left or right and there is no retreat. They have tremendous fortitude and great honesty. They don't make many friends but they make them for life, and anyone having a Pig Year friend is fortunate for they are extremely loyal. They don't talk much but have a great thirst for knowledge. They study a great deal and are generally well informed. Pig Year people are quick tempered; yet they hate arguments and quarreling. They are kind to their loved ones. No matter how bad problems seem to be, Pig people try to work them out, honestly if sometimes impulsively. Pig people are hard workers and are respected for their reliability and integrity, however they have also been associated with laziness and naivety. Suitable jobs for Pig people are singers, dancers, teachers, veterinarians, food editors, bakers, cooks, restaurateurs, painters, secretaries, and gardeners. They are compatible with those born in the Year of the Pig, Rabbit and Goat.

Some famous people born in the Year of the Pig include Alexander the Great, Thomas Jefferson, Andrew Jackson, Alfred Hitchcock, Ernest Hemingway, Stephen King, Lucille Ball, Ronald Reagan, Julie Andrews, Arnold Schwarzenegger, Elton John, Hillary Clinton, Winona Ryder, Amy Winehouse, Carrie Underwood, and Mila Kunis.

San Francisco Chinese Chamber of Commerce, the proud presenter of the annual Flower Market Fair, Community Street Fair, Miss Chinatown U.S.A. Pageant and Coronation Ball, and the world renowned Chinese New Year Parade is proud to present a new event for 2019, Choy Sun Doe Day, the arrival of the god of wealth. Choy Sun, the god of wealth, is a deity that every Chinese person welcomes. He blesses everyone he encounters with much prosperity and abundant wealth. Traditionally, “Lai Sees” (red envelopes) are passed out to children and unmarried persons during Chinese New Year as a good luck symbol, with the belief that the more “Lai Sees” one passes out, the more good luck will be returned.

San Francisco mayor, London Breed, has been named the Grand Marshal of this year’s parade. Breed, a native San Franciscan, was the winning candidate in a special mayoral election which was held after former mayor Ed Lee’s untimely death. She is the first black woman and second woman overall to be elected mayor of San Francisco. Breed, is an advocate for affordable housing, public safety, equitable education, accessible transportation, and helping the city’s homeless population.

Television Broadcast opening performance will be performed by Raw Arts Within (RAW), founded and directed by Robert Yu. They are a collective group based out of Berkeley, CA and their inspiration is to create beautiful and meaningful art to be shared with the world not only through movement, but by incorporating their own discoveries.

“Our goal is to create art that can be shared with others through a variety of movement, visuals, and media. There is always more art to be discovered and we believe that everyone has art to share within themselves. It just takes the right inspiration to bring that artistic potential out. We are both humbled and excited to be the Opening Act for the upcoming 2019 Chinese New Year’s Parade in San Francisco and are all very thankful for this opportunity. A lot of our members are Asian Americans, let alone Chinese Americans, and we hope to inspire more Chinese and Asian Americans to be proud and aware of their cultural heritage. We wish everyone a Happy Chinese New Year filled with happiness, good health, and prosperity. We hope to inspire others to find their own Raw Art Within.

Follow us at @rawartwithin on Instagram and Facebook for more information.”

T-Mobile is proud to step up this year as the exclusive wireless and Presenting sponsor for the San Francisco’s Chinese New Year Festival & Parade. As part of its sponsorship, T-Mobile will directly participate in a range of activities and festivities, including the Flower Market Fair, the Miss Chinatown USA Pageant and Coronation Ball, the Community Street Fair and the Parade. In addition, at these events throughout the month of February, T-Mobile will help ring in a happy and prosperous Lunar New Year with special prizes and giveaways.

“We’re thrilled to help ring in the Year of the Pig and celebrate the Lunar New Year together with the entire Bay Area community,” said Rich Garwood, senior vice president, T-Mobile. “In the new year, we’re excited to continue serving and supporting the Bay Area’s Asian community — and to show why T-Mobile is the most loved brand in wireless. From all of us at T-Mobile, happy new year!”

Southwest Airlines®, title sponsor of the Chinese New Year Festival and Parade, and the SF Chinese Chamber of Commerce invite you to attend all the New Year festivities during the celebration beginning February 2 thru March 3, 2019.

SOUTHWEST AIRLINES® CHINESE NEW YEAR FESTIVAL AND PARADE
YEAR OF THE PIG
CALENDAR AND DESCRIPTION OF EVENTS

February 2
Saturday, 10:30am
Southwest Airlines® Mini-Procession and
Ribbon Cutting Ceremony
Grant Ave. from California to Pacific

Come help us kick off the new year with a procession that gives a glimpse of what the larger Lunar New Year parade will bring. The procession begins at historic St. Mary's Square, follows the original parade route down Grant Ave. and proceeds to the Flower Fair's main stage on Washington St. below Grant. The procession will include lion dancers, giant walking puppets, costumed stilt walkers, drummers and dancers. Following the procession, the City dignitaries will join honored guests in officially opening the Festival with a ribbon-cutting ceremony at the main stage on Washington between Grant & Kearny.

February 2 - February 3
Saturday 10am-8pm
Sunday 9am-6pm
Chinese New Year Flower Market Fair
Grant Ave. from Clay to Broadway;
Washington, Jackson & Pacific between Stockton &
Kearny



Oranges, tangerines, flowers, plants, and a variety of auspicious foods are just a few of the many new year items for sale at the Flower Market Fair. Oranges and tangerines are symbols of abundant happiness. Tangerines with leaves intact assure that one's relationship with another remains secure. For newlyweds, this represents the branching of the couple into a family with many children. Every traditional Chinese household should have live blooming plants to symbolize rebirth and new growth. Traditional Chinese entertainment such as Chinese Opera and lion dancing will be performed on stage both days.

February 9
Saturday 10am-4pm
Choy Sun Doe Day
Grant Ave. from Jackson to Broadway



Under the auspices of the SF Chinese Chamber of Commerce, 100 Choy Suns will grace Grant Ave and pass out thousands of "Lai Sees" to eagerly waiting children. All the "Lai Sees" will contain a chocolate gold coin. Additionally, some will have either money or a gift certificate that can be redeemed for a toy.

February 9
Saturday
10am-4pm
Basketball Jamboree
Betty Ann Ong Chinese Recreation Center
Mason & Washington St., SF
Contact: Kenny Lee hoopsterslee@gmail.com

Chinese New Year will kick off the Year of the Pig with six exciting basketball games. The first game will begin at 10am with the last game at 3pm. There are 3 slots for each division (boys and girls), with approximately sixty participants. The players represent the greater Chinatown-North Beach community and San Francisco Middle Schools. This popular basketball jamboree is celebrating its 25th year! Bring your family and friends and enjoy a great day of fun and slam dunk moments!

February 16 Miss Chinatown U.S.A. Pageant \$40, \$50, \$70
Thursday 7:30pm The Palace of Fine Arts Theatre
3301 Lyon Street, SF
Tickets available at: <https://chineseparade.com/tickets>
For more information: SF Chinese Chamber of Commerce (415) 982-3000

For over 60 years, lovely and talented young women from throughout the United States have come to San Francisco to compete for titles and prizes in the annual Miss Chinatown U.S.A. Pageant. The new Queen and her Court will become goodwill ambassadors for the Chinese community throughout the new year.

February 22 Thunder Valley Casino Resort
Friday Miss Chinatown U.S.A. Coronation Ball
7pm Dinner Hyatt Regency
8pm Coronation & Dancing 5 Embarcadero Center, SF
Tickets: (415) 982-3000
\$1,500 - \$5,000 per table* / Individual \$180
* Sponsor name will be listed on the Ball program if a table is purchased.

The newly selected Miss Chinatown U.S.A and her court will be crowned at the annual Miss Chinatown U.S.A. Coronation Ball. The black-tie dinner/dance, attended by many community leaders, promises to be a highlight of the Lunar New Year festivities.

February 23 Southwest Airlines® Chinese New Year Parade FREE
Saturday, 5:15-8pm Market and Second to Kearny and Jackson

Bleacher Tickets available: <https://chineseparade.com/tickets> \$35 ~ \$50

Named one of the top ten Parades in the world by the International Festivals and Events Association (IFEA), the Southwest Airlines® Chinese New Year Parade in San Francisco is one of the grandest night-illuminated Parades in the country. Started in the 1860's by the Chinese in San Francisco as a means to educate the community about their culture, the Parade and Festival have grown to be the largest celebration of Asian culture outside of Asia. Parade highlights include elaborate floats, lion dancers, folk dancers, costumed elementary school groups, marching bands, stilt walkers, Chinese acrobats, and a 288-foot-long Golden Dragon ("Gum Lung").

If you can't watch the Parade in person, be sure to watch the live broadcast on KTVU Fox 2 or KTSF 26 (Chinese broadcast) on Saturday, February 23rd, 6-8pm. A Facebook Live Stream of the entire parade as viewed from the Review Stand will be available from our Page at <https://fb.com/chineseparade> . KTVU Plus will re-broadcast on Saturday, 2/23 9-11pm and on Sunday, 2/24 4-6pm.

February 23 - February 24 Chinese Community Street Fair
Saturday 10am-4:30pm Grant Ave. from California to Broadway;



Sunday 9am-5pm

Washington, Jackson & Pacific between Stockton & Kearny

Immerse yourself in the sights and sounds of San Francisco's exhilarating Chinatown during one of the community's most exciting times of the year. You will find over 120 booths and concessions making this a shopper's paradise. The SF Chinese Chamber of Commerce has planned activities and entertainment for all ages. Enjoy Chinese folk dancing, opera, drumming and much more at the entertainment stage on Washington St. below Grant. Make sure you get a family photo with the giant puppets and other memorable artifacts from the Parade.

March 3

Sunday 8am

Registration: 7am

SF Chinese Chamber of Commerce Presents

CCHP/Chinatown YMCA Chinese New Year Run

5K/10K Run/Walk

Contact: (415) 576-9622

The Chinatown YMCA will hold their 40th annual "Chinese New Year Run" on Sunday, March 3rd at 8am. Presented by the SF Chinese Chamber of Commerce, this scenic route starts at Sacramento and Grant, winds its way through Chinatown, North Beach, The Embarcadero and Downtown and finishes on Kearny between California and Sacramento. Registration info: www.yssfchinatownrun.org

Please call (415) 576-9622 to request a registration form and get race details. The Chinese New Year Run is an annual fundraiser benefiting Chinatown YMCA's Physical Education Program and Community Center, which serves 1,600 youth and families in Chinatown with wellness and community programs each week. The cost includes a T-shirt and finish line goodies for all runners as well as prizes for top winners in each age group.

The Southwest Airlines Chinese New Year Festival and Parade would not be possible without the support of the event's generous sponsors. Parade and Festival sponsors include Southwest Airlines, T-Mobile, ICBC, Comcast, Hyundai, Thunder Valley Casino Resort, U.S. Bank, AARP, Amazon, Bank of America, Facebook, Lucky California Supermarkets, Salesforce, Northwestern Mutual, Academy of Art, Asian Pacific Islander American Public Affairs (APAPA), Boston Properties, Cruise Automation, Ford, Huaxing Arts Group, Macy's, McDonald's, Recology, "The Row" family of Reno hotels, Toyota, Sing Tao Daily, Golden State Warriors/Moutai, and Omni Hotels and Resorts.

Chinese New Year Street Fair sponsors include California Lottery, Chase Bank, Graton Casino Resort, New York Life, River Rock Casino, and World Journal.

For more information please visit chineseparade.com and connect with us - with each other on social media. Follow us @chineseparade on [Facebook](https://www.facebook.com/chineseparade), [Instagram](https://www.instagram.com/chineseparade), and [Twitter](https://twitter.com/chineseparade).