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CHINESE NEW YEAR STREET FAIRS BOOKEND CITY CELEBRATIONS

San Francisco, CA – Southwest Airlines® Chinese New Year Festival & Parade kicks off its two-week celebration this Saturday, February 2nd at 10:00AM in San Francisco’s Chinatown.

Each year the Chinese New Year festivities start with the Southwest Airlines® Mini-Procession and Ribbon Cutting ceremony, where select parade participants march down the streets of Chinatown, following the original Parade route from the historic St. Mary’s Square down Grant Avenue onto the Flower Fair’s Main Stage. Giant walking puppets, costumed stilt walkers, mischievous lions, and colorful ribbon and fan dancers will grace the streets of Chinatown. Following the procession, city dignitaries will join other honored guests on stage to officially open the Festival with a ribbon-cutting ceremony.

The festivities continue throughout the weekend at the first of two street Fairs taking place on Grant Avenue between Broadway and Clay streets. The Flower Fair celebrates the coming of Spring with vendor booths selling gorgeous flowers, lush produce, and other items to prepare your home for the new year. The fair’s main stage will be filled with entertaining performances ranging from traditional Chinese magicians, acrobats, lion dancers, and opera. Stop by on Saturday, February 2nd between 10am and 8pm and Sunday, February 3rd between 9am and 6pm.

The culmination of this year’s celebrations will be the weekend of Saturday, February 23rd and Sunday, February 24th with the annual Community Fair and Parade. Experience San Francisco’s vibrant Chinatown during the community’s most beloved time of year, with over 100 booths lining the streets to engage, entertain, and educate the public. Enjoy a variety of entertainment acts at the Community Fair Main Stage, sponsored by Northwestern Mutual. Fair hours are 10am-4:30pm on Saturday, with enough time to explore, eat and find the best viewing spot for the nighttime parade, and Sunday from 9am-5pm.

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 University, 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, HBO, New York Life, River Rock Casino, Sterling Bank and Trust, and World Journal.

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