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CHOY SUN DOE DAY

SATURDAY, FEBRUARY 9, 2019 at 10 AM – 4 PM

GRANT AVE. FROM JACKSON ST. TO BROADWAY  
SAN FRANCISCO CHINATOWN

San Francisco: 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.

On February 9, 2019, 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.

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