



FOR IMMEDIATE RELEASE

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January 15, 2020

**SOUTHWEST AIRLINES® CHINESE NEW YEAR FESTIVAL AND PARADE
IS CELEBRATING THE YEAR OF THE RAT (Lunar Year 4718),
IN SAN FRANCISCO, FROM JANUARY 18 THRU MARCH 1, 2020**

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

The Rat is the 1st animal in the Chinese Zodiac. The Year of the Rat begins on January 25, 2020. 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 Rat is associated with being outgoing, cheerful, sociable, alert, adaptable, and observant. There is a Chinese proverb that Rats were seen as a sign of wealth and abundance because they love money. People born in the Year of the Rat are clever, quick thinkers, ambitious, and successful. They're noted for their charm and attraction to others. Rats are typically restless and like to change but once they set their mind to it, they work hard to achieve their goals and are typically perfectionist. People born in the Year of the Rat are also known to be thrifty with money, easily angered, and love to gossip. If they have a secret, they will keep it to themselves but will try to find out secrets of others, sometime even using that secret to their own benefit. Suitable jobs for Rat people are writer, accountant, scholar, commentator, doctor, inventor, stock analyst. Rats cherish friends, family, and loved ones. And they are most compatible with those born in the Year of the Dragon, Monkey, and Ox.

Some famous people born in the Year of the Rat include William Shakespeare, Wolfgang Amadeus Mozart, President's George Washington and Jimmy Carter, Marlon Brando, Buddy Holly, Jim Henson – creator of the Muppets, Mary Tyler Moore, Samuel L. Jackson, Game of Throne's writer George RR Martin, Apple CEO Tim Cook, BD Wong, Dwayne "The Rock"

Johnson, Mandy Moore, Katy Perry, Sophie Turner, Lorde, Zendaya, and Spider-Man himself Tom Holland.

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 another Choy Sun Doe Day event for 2020. As you know from last year, Choy Sun (or Caishen), the God of Wealth, is a deity that every Chinese person welcomes. He blesses everyone he encounters with much prosperity and abundant wealth. This year Choy Sun will be joined by the Chinese “Three Star Gods”, Fuk (rhymes with “look”), Luk (pronounced “Look”), and Sau, which are deities of wealth, prosperity, and longevity.

T-Mobile is proud to return this year as the exclusive wireless and Presenting sponsor for Southwest Airlines® Chinese New Year Festival and Parade. As part of its sponsorship, T-Mobile will directly participate in a range of activities and festivities, including the Flower Market Fair, the Community Street Fair and the Parade. In addition, at these events throughout the celebration, T-Mobile will help ring in a happy and prosperous Lunar New Year with special prizes and giveaways.

"We're thrilled to celebrate the Lunar New Year together with the entire Bay Area community," said Sam Sindha, senior vice president, T-Mobile. "T-Mobile is honored to play a role in keeping communities connected by helping friends and loved ones keep in touch. T-Mobile is with you, San Francisco, and wishes you wealth and optimism in the Year of the Rat."

This year's television broadcast opening performance will be performed by the US Chinese Dance Association, the Huaxing (pronounced Whah-Shing) Arts Group of San Francisco. They are a nonprofit organization that strives to promote cultural diversity through high quality performance and fine arts experiences and has served our community by performing in well-received events throughout the San Francisco Bay Area.

"We hope to inspire Chinese and Asian Americans to be proud and aware of their cultural identity, traditions, and values through our various dance and arts programming. Throughout the years, our culture-rich programs have included presenting 3 full length award-winning Chinese dance dramas, participating in community cultural programs, as well as hosting the annual WeShine World Dance Competition. The 7th Annual WeShine World Dance Competition will be presented on August 8, 2020, at the Cowell Theatre in San Francisco.

Among our members are the finest Chinese dance schools and companies in the West Coast. USCDA is honored and excited to present the Opening Act to the 2020 Southwest Airlines® Chinese New Year Parade. Approximately one hundred students and teachers from three of our members, New Century Dance School in Sunnyvale, Xiaopei Chinese Dance in Pleasanton, and Zhiping Shi Dance in Milpitas, wearing colorful costumes representing China's 56 different ethnic

groups, will join together to welcome and celebrate the New Year with a dance choreographed by Xiaopei He Gelb, a renowned Chinese dancer and choreographer and President of the US Chinese Dance Association, and Fenhua Lu, an accomplished dancer from Shanghai and the founder of New Century Dance School.”



USCDA/the Huaxing Arts Group San Francisco wishes everyone good fortune, joy, and prosperity in the Year of the Rat!

Follow us on Facebook at @uscda or scan the QR code for our WeChat blog for more information or www.uschinadance.org



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 January 18th thru March 1, 2020.

SOUTHWEST AIRLINES® CHINESE NEW YEAR FESTIVAL AND PARADE

YEAR OF THE RAT CALENDAR AND DESCRIPTION OF EVENTS

January 18
Saturday, 10am
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.

January 18 – January 19
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 living, 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.

January 25
Saturday 10am-2pm

Chinese New Year's Day & Choy Sun Doe Day
Portsmouth Square
Kearny St. & Clay St.



Under the auspices of the SF Chinese Chamber of Commerce, Choy Suns, along with the Three Star Gods, Fuk, Luk, and Sau, will grace us with their presence to pass out Lai See to children.

February 1
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 Rat 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 1
Saturday 7:30pm

Miss Chinatown U.S.A. Pageant \$40, \$50, \$70
The Palace of Fine Arts Theatre
3301 Lyon Street, SF

Tickets available at:
For more information:

<https://misschinatownusa.eventbrite.com/>
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 7
Friday
7pm Dinner
8pm Coronation & Dancing
Tickets:

Thunder Valley Casino Resort
Miss Chinatown U.S.A. Coronation Ball
InterContinental San Francisco
888 Howard Street, SF
(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 Thunder Valley Casino Resort 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 8
Saturday, 5:15-8pm

Southwest Airlines® Chinese New Year Parade FREE
Market and Second to Kearny and Jackson

Bleacher Tickets available: <https://chineseparade.com/> \$38 ~ \$55

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 nighttime 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, KTVU Facebook Live, or KTSF 26 (Chinese broadcast) on Saturday, February 8th from 6pm - 8pm. A Facebook Live Stream with extended parade coverage as viewed from the Review Stand will be available from our Page at <https://fb.com/chineseparade>. Re-broadcast of the parade will be shown on KTVU Plus on February 8th from 9pm - 11pm and February 9th from 1pm - 3pm.

February 8 - February 9
Saturday 10am - 4:30pm
Sunday 9am - 5pm

Chinese Community Street Fair
Grant Ave. from California to Broadway;
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.

February 8
Saturday 2:30pm - 3:30pm

Wong Fu Productions Meet and Greet event
at the Xfinity booth at the corner of Jackson and Grant

Stop by the Xfinity booth to meet Chinese American digital sensation and Bay Area native, Wesley Chan of Wong Fu Productions. Join Wesley and other Wong Fu Productions friends as they meet and interact with festival and parade attendees during the San Francisco Chinese New Year Festival at the Xfinity booth located at the corner of Jackson St. and Grant Ave. This year, Wesley Chan is Comcast's parade special guest. Wesley Chan will be joined by his mother as they ride the Comcast float during the parade.

March 1
Sunday 8am

SF Chinese Chamber of Commerce Presents
CCHP/Chinatown YMCA Chinese New Year Run
5K/10K Run/Walk

Registration: 7am

Contact: (415) 576-9622

The Chinatown YMCA will hold their 42nd annual "Chinese New Year Run" on Sunday, March 1st 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: <https://www.ymcasf.org/CNyrun>

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:

Southwest Airlines, T-Mobile, ICBC, Comcast, Hyundai, Thunder Valley Casino Resort, Wells Fargo, Toyota, U.S. Bank, AARP, Bank of America, Cache Creek, Lucky Supermarkets, Salesforce, Academy of Art University, Anthem, Boston Properties, California Lottery, Chase Bank, Cruise, Ford, Health Net, Huaxing Arts Group, McDonald's, "THE ROW" family of Reno Hotels, San Francisco Giants, Spin, U.S. Army, and Grants for the Arts.

A float preview day is scheduled for February 5th from 11am to 5pm at Pier 54 and all press is welcome to come and see the beautiful floats made for this year's parade. For further details, please contact Stephanie Mufson, (510) 260-6097 or Steph@TheParadeGuys.com

For more information please visit chineseparade.com and connect with us - with each other on social media. Follow us @chineseparade on [Facebook](#), [Instagram](#), and [Twitter](#).