



**FOR IMMEDIATE RELEASE**

Media Contact: William M. Gee  
[press@chinese-parade.com](mailto:press@chinese-parade.com)

October 31, 2020

**SOUTHWEST AIRLINES® CHINESE NEW YEAR FESTIVAL AND PARADE  
IS CELEBRATING THE YEAR OF THE OX (Lunar Year 4719),**

**San Francisco, CA: Decision '21, Chinese New Year Festival & Parade**

The San Francisco Chinese Chamber of Commerce (Chamber) hopes that everyone is well and safe as we head into this year's holiday season. While we are very hopeful for positive changes in the coming year, we must deal with our current conditions and recognize that plans for everyone's safety in the future is our most important responsibility. The Chamber decided to cancel the *live* 2021 Chinese New Year Festivities.

The Southwest Airlines® Chinese New Year Festival & Parade, dazzling the streets of downtown San Francisco with beautiful floats, talented cultural performances, and live music, has drawn over millions of spectators and television viewers year after year. Since the 1860s, the Chinese Americans in San Francisco have adopted the American tradition of the parade into a cultural showcase to share with those unfamiliar with it. Over 150 years later, this annual celebration has become a treasured SF tradition honoring culture, community, and heritage.

It is with great excitement that we announce that in place of a *live* parade there will be a **Parade Broadcast Special** airing on Saturday, February 20, 2021, at 6 pm. The Chamber and our broadcast partners, KTVU Fox 2 and KTSF 26, have been working hard to reimagine a way to ring in 2021, the "Year of the Ox." The broadcast will be upbeat and exciting. We invite you to tune in to bring the spirit of the "Ox" into your homes.

A special pre-show will be streamed prior to the Parade Broadcast Special. Please visit our website at [www.chinese-parade.com](http://www.chinese-parade.com) and follow us @chinese-parade on Facebook, Instagram, and Twitter for the most up-to-date information.

For the first time, we will be displaying a few of our colorful and culturally decorated floats to provide the public a rare opportunity to view these beautiful creations up close.

"Year of the Ox" on Parade will be an inaugural event for our celebration. This will be similar to the "Hearts in San Francisco" project. Life-sized painted Ox statues will be displayed around San Francisco prior to our Parade Broadcast Special.

Like an Ox, with fortitude and hard work, together we will build a bright and resilient 2021.