



Chinese New Year
Festival & Parade

FOR IMMEDIATE RELEASE

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February 8, 2021

**JON M. CHU NAMED GRAND MARSHAL, PUBLIC ART AND FLOAT DISPLAY,
AND PARADE SPECIAL BRING IN THE YEAR OF THE OX FOR
THE SOUTHWEST AIRLINES® CHINESE NEW YEAR FESTIVAL AND PARADE**

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

Southwest Airlines® and the Chinese Chamber of Commerce of San Francisco are excited to welcome the Year of the Ox with its annual celebration from February 3 – March 14, 2021.

The Year of the Ox (Lunar Year 4719) begins on February 12, 2021 and is the second animal in the Chinese Zodiac. 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.

In Chinese culture, the Ox is a valued animal because of its role in agriculture, positive characteristics, and highly regarded as extremely hardworking and focused. People born the year of the Ox are typically honest, sincere, reliable, and trustworthy. They are also known to be confident but set in their ways, and stern. They are mostly calm and think logically and therefore make excellent leaders.

Some famous people born in the Year of the Ox include Former Prime Minister Margaret Thatcher, Former President Barack Obama, Charles Lindbergh, George Clooney, Robert F. Kennedy, Princess Diana, Dustin Hoffman, Paul Walker, Walt Disney, Malala Yousafzai, Louis Armstrong, Meryl Streep, Former President Gerald Ford, Michael Phelps, and Morgan Freeman.

New to the celebration this year is the **“Year of the Ox on Parade”**, an artistic representation of life-sized oxen on display throughout the San Francisco area. The "Year of the Ox on Parade" will be an inaugural event in the spirit of the "Hearts in San Francisco" project. Eleven (11) life-sized Ox statues, designed by local artists, will be on display throughout the San Francisco area starting Wednesday, February 3rd through Sunday, March 14th, 2021. Each Ox design was inspired by cultural themes that share the traditions and celebratory messages of the Lunar New Year. We invite everyone to come see these incredible creations and to take photos and share them with family and friends on social media. Follow our social media accounts for details on locations of these statues.



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For the first time in Parade history, the Chinese Chamber of Commerce will be **publicly displaying the Southwest Airlines float at Pier 27, Cruise Terminal Plaza**. Over the course of two weekends, February 13-14 and February 20-21, the public will be able to see this gorgeous, shimmering Float up close from noon - 8pm each day.

Join us for our live-streamed **Parade Preshow** where we'll explore some of the hidden gems surrounding our annual Chinese New Year celebration including community stories, food culture, and recognizing award winning parade performance groups of 2020. Log onto www.facebook.com/chineseparade on Saturday, February 20 at 4:30pm for a fun and interactive experience.

Tune into KTVU Fox 2 and KTSF at 6pm on Saturday, February 20 to watch **Southwest Airlines® Chinese New Year Parade Special**. Watch the parade like never before with 3D digital floats, present and past performances, and stories about the people, the culture, and the community.

Bay Area native and renowned **Director, Jon M. Chu** has been named the Grand Marshal of this year's Chinese New Year Parade Special. Known for his visually stunning blockbuster films, as well as his kinetic work across various genres, from groundbreaking series to commercials and films. He directed the worldwide phenomenon "Crazy Rich Asians," which was nominated for numerous awards, including a SAG Award, a Golden Globe, and PGA Award. The film has earned more than \$175 million in the United States alone, with a worldwide gross of almost \$240 million, making it one of the top 10 highest grossing romantic comedies of all time. It was the first contemporary studio picture in more than 25 years to feature an all-Asian cast, and it represents a new chapter in Chu's 10-year career.



Chu most recently served as an executive producer and director on "Home Before Dark," for Apple, which premiered April 3, 2020. The series was inspired by the true story of 11-year-old investigative reporter Hilde Lysiak and stars Jim Sturgess and Brooklyn Prince. Upcoming, Chu helmed his most ambitious project to date, the highly anticipated adaptation of Lin-Manuel Miranda's Tony Award-winning musical "In the Heights" for Warner Bros. Studios.

Chu's previous credits include "Step Up 2: The Streets," "GI. Joe: Retaliation," "Justin Bieber's Never Say Never" and many more representing over 1.3 billion dollars in the worldwide box office. Additionally, his unique storytelling ability has earned him the honor of being on the Hollywood Reporter's Power 100 list as well as Variety's New Hollywood Leaders.

"Growing up in Los Altos Hills, watching the Chinese New Year Parade in San Francisco was a family tradition. That is why I am truly honored to serve as this year's Grand Marshal. As our



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community continues to heal in this difficult time, it is more important than ever before to unite in celebrating our culture and heritage, and to support our local businesses. I am looking forward to ringing in a prosperous and hopeful Year of the Ox, and to share our traditions with my own children.”

Southwest Airlines®, title sponsor of the Chinese New Year Festival and Parade, and the SF Chinese Chamber of Commerce invite you to participate in all the New Year festivities during the celebration beginning Wednesday, February 3rd thru Monday, March 14, 2021.

SOUTHWEST AIRLINES® CHINESE NEW YEAR FESTIVAL AND PARADE

YEAR OF THE OX CALENDAR AND DESCRIPTION OF EVENTS

February 3 – March 14 Year of the Ox on Parade

Various locations around the San Francisco Bay area

The "Year of the Ox on Parade" was created in the spirit of the "Hearts in San Francisco" project. Eleven life-sized Ox statues, designed by local artists, will be on display throughout the San Francisco Bay area. Each Ox design was inspired by cultural themes that share the traditions and celebratory messages of the Lunar New Year.

Find our Ox sculptures at the following locations: Chinese Hospital, Civic Center, Lakeshore Plaza (Lucky Supermarket), Oakland Airport, Pier 39, Portsmouth Square (Chinatown), Sacramento Plaza (Embarcadero 4), Salesforce Plaza, San Francisco Airport, Stonestown Galleria, and Union Square. Plan how you'll see the Ox on Parade [here](#).

February 12

Lunar New Year Day

The Year of the Ox (Lunar Year 4719)

February 12 – March 7

Chinatown YMCA Virtual Chinese New Year Run 5K/10K Run/Walk

Contact: (415) 576-9622

The Chinatown YMCA will hold their 43rd annual "Chinese New Year Run" virtually. Participants in the virtual 5k/10k will have 3 weeks to complete and submit their results through the RunKeeper App. The date range to submit results is February 12th thru March 7th, 2021. Registration info: <https://www.ymcasf.org/CNyrun>



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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.

February 13 – 14
February 20 – 21
Noon – 8pm

Southwest Airlines® Float Display
Pier 27, Cruise Terminal Plaza

The Southwest Airlines float will be on display over the course of two weekends as part of this year's Chinese New Year Celebration. Come by Pier 27 to see this gorgeous shimmering float.

February 20
Saturday, 4:30pm – 5:30pm

Chinese New Year Parade Preshow

Join us in exploring some of the hidden gems surrounding the annual celebration including community stories, food culture, and recognizing award winning parade performance groups of 2020 with an interactive experience on Saturday, February 20 at 4:30pm at www.facebook.com/chineseparade

February 20
Saturday, 6pm – 8pm

Southwest Airlines® Chinese New Year Parade Special
KTVU Fox 2, KTSF 26

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. This year's Parade Special will include 3D digital floats, present and past performances, and stories about the people, the culture, and the community. Be sure to watch the Parade Special on KTVU Fox 2, KTVU.com, or KTSF 26 (Chinese broadcast) on Saturday, February 20th from 6pm - 8pm. Re-broadcast of the parade will be shown on KTVU Plus on February 20th from 9pm - 11pm and February 21st from 3pm - 5pm.

The Southwest Airlines Chinese New Year Festival and Parade would not be possible without the support of the event's generous sponsors:

Southwest[®]



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Southwest Airlines, Wells Fargo, Thunder Valley Casino Resort, AARP, Bank of America, Lucky California, PG&E, Boston Properties, Comcast, Cruise, ICBC USA, Salesforce, and Caesars Rewards.

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