



Chinese New Year
Festival & Parade

FOR IMMEDIATE RELEASE

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**SAN FRANCISCO CHINESE NEW YEAR PARADE COMES ROARING BACK TO
CELEBRATE THE YEAR OF THE TIGER WITH A LIVE PARADE AND ANNOUNCES
ALASKA AIRLINES AS OUR NEW TITLE SPONSOR**

SAN FRANCISCO: Gung Hay Fat Choy! We're back, Bay Area! We're Roaring Back! The San Francisco Chinese Chamber of Commerce is proud to announce the live return of our iconic San Francisco Chinese New Year Festival & Parade to celebrate the Year of the Tiger, on Saturday, February 19, 2022. For the past 18 months, the San Francisco community has demonstrated great fortitude and resilience in keeping the impact of the pandemic manageable and bringing life back to the city by safely reopening businesses and events with appropriate safety measures.

We are also excited to announce and welcome Alaska Airlines as our new title sponsor. For nearly 90 years, Alaska has been guided by its values like "do the right thing," "be kindhearted," and "be remarkable." Serving millions of customers every year, Alaska and its regional partners serve more than 120 destinations across the U.S., Mexico, Canada, Costa Rica, and soon Belize. Alaska also stands with the AAPI community and has established Diversity, Equity, and Inclusion goals which includes a commitment to maintaining an inclusive culture for both their guests and employees. We welcome Alaska and look forward to a long-lasting partnership.

"Since we began service to SFO in 1979, we have come to know and love the vibrant community of San Francisco, including the iconic San Francisco Chinese New Year Festival & Parade," said Natalie Bowman, managing director of marketing and advertising, Alaska Airlines, "Giving back to the communities in which we live and operate is key to our success as a company and we are honored to be the title sponsor of the parade as it makes it's roaring return in 2022."



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"We've been so fortunate to have such strong support from our sponsors, over the course of our rich history, in order to put on the best Chinese New Year celebration outside of Asia. We are thrilled to now include Alaska Airlines into the list of supporters and can't wait to see how this partnership unfolds," said Harlan Wong, SF Chinese New Year Festival and Parade Director.

All of this couldn't be possible without the love and support of our committee, volunteers, sponsors, and our community making sure that all eligible people get vaccinated and maintain their social distance. To ensure the continued safety of the nearly 1,000 member staff who make up our annual parade, and all our attendees, we are requiring that all eligible volunteers and members of our parade be fully vaccinated and wear a mask throughout the parade.

We will continue to have bleacher seats available as we've previously done, and they will be available through our ticketing partner, Eventbrite, by mid-November. We will be following all State and Local health mandates for outdoor seating events, and will enforce these at all of our bleacher sections.

We are excited to be back and we hope you'll come join us to celebrate the coming Year of the Tiger. We will provide updates to our events as they become available.