



## Chinese New Year Festival & Parade

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### **CHINESE NEW YEAR STREET FAIRS TO PROCEED AS PLANNED**

San Francisco, CA – Alaska Airlines Chinese New Year Festival & Parade kicks off its month-long celebration on Saturday, January 29<sup>th</sup> at 10:00AM in San Francisco’s Chinatown.

“We want to acknowledge that a recent news report regarding a canceled Lunar New Year Street Fair has caused significant confusion about the state of our events,” says the Chinese Chamber of Commerce, the organizer of the celebrations. “We want to clear the air and set the record straight that our events are scheduled to take place as planned.”

Each year the Chinese New Year festivities start with a Mini-Procession and Ribbon Cutting ceremony, where select parade participants march down the streets of Chinatown, following the original 1860s Parade route from the historic St. Mary’s Square down Grant Avenue onto the Flower Fair’s Main Stage. Giant walking puppets, costumed stilt walkers, mischievous lions, and colorful ribbon and fan dancers will grace the streets of Chinatown.

Following the procession, city dignitaries will join other honored guests on stage to officially open the Festival with a ribbon-cutting ceremony.

The festivities continue throughout the weekend at the first of two Street Fairs taking place on Grant Avenue between Broadway and Clay streets. The Flower Fair celebrates the coming of Spring with vendor booths selling gorgeous flowers, lush produce, and other items to prepare your home for the new year. The Flower Fair’s Cache Creek Casino Resort stage will be filled with entertaining performances ranging from traditional Chinese magicians, acrobats, lion dancers, and opera. Stop by the Flower Market Fair on Saturday, January 29<sup>th</sup> between 10am and 6pm and Sunday, January 30<sup>th</sup> between 9am and 6pm.

The culmination of this year’s celebrations will be the weekend of Saturday, February 19<sup>th</sup> and Sunday, February 20<sup>th</sup> with the annual Community Fair and Parade. Experience San Francisco’s vibrant Chinatown during the community’s most beloved time of year, with booths lining the streets to engage, entertain, and educate the public. Enjoy a variety of entertainment acts at the Community Fair Main Stage, sponsored by Anthem Blue Cross. Fair hours are 10am-4:30pm on Saturday, with enough time to explore, eat and find the best viewing spot for the nighttime parade, and Sunday from 9am-5pm.



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