



Chinese New Year Festival & Parade

FOR IMMEDIATE RELEASE

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CHINESE CHAMBER ANNOUNCES “YEAR OF THE TIGER ON PARADE” - TIGER DISPLAY LOCATIONS REVEALED

San Francisco, CA: Back by popular demand, the San Francisco Chinese Chamber of Commerce, the proud presenter of this year’s Alaska Airlines Chinese New Year Festival and Parade, is bringing back the public art project, “Year of the Tiger on Parade,” as part of this year’s Chinese New Year festivities.

Take a break and get some fresh air. Celebrate the Year of the Tiger and check out all six Tiger sculptures throughout the San Francisco area. Each life-sized Tiger statue was designed by local artists and will be on display starting January 17, 2022 through February 19, 2022.

In collaboration with our Sponsors, designs were inspired by cultural themes that share the traditions and celebratory messages of the Chinese New Year. Learn more about our program, each Tiger, the inspiration behind the design and the artist by scanning the QR code found at the base of each Tiger sculpture.

While you’re there, take a photo with the Tiger and share it with us through social media by tagging [@chineseparade](https://www.instagram.com/chineseparade) and using the hashtag #tigeronparade to enter our photo contest! Winners will be announced on [“Year of the Tiger on Parade” website](#).

At the end of the event, all Tiger sculptures will be auctioned off with net proceeds benefitting local non-profits, Self-Help for the Elderly, Community Youth Center of San Francisco, Southeast Asian Development Center, Chinese Community Health Resource Center, and Chinese Culture Center of San Francisco. Auction will be live on tigeronparade.givesmart.com between February 21, 9:00 AM PST to February 27, 9:00 PM PST.

Thank you to our sponsors, Alaska Airlines, AARP, Whole Foods Market, Golden State Warriors, Lucky California, and ICBC for bringing this project to life. Map out how you’ll see the [“Year of the Tiger on Parade”](#) this year.

Alaska
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Alaska
AIRLINES



San Francisco Union Square

AARP 樂齡會



Asian Art Museum



Chinese New Year Festival & Parade



Whole Foods Market, Stonestown Galleria



Thrive City, Plaza surrounding Chase Center



Chinese New Year Festival & Parade



Lucky Supermarket, Lakeshore Plaza



Portsmouth Square, Chinatown

Learn more about the Year of the Tiger on Parade and the rest of our Chinese New Year Celebration at www.chineseparade.com. Follow us on Facebook, Instagram, and Twitter @chineseparade.

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