



Chinese New Year Festival & Parade

FOR IMMEDIATE RELEASE

Media Contact: William M. Gee
press@chineseparade.com

January 25, 2022

**DANIEL WU NAMED GRAND MARSHAL, TIGER ON PARADE, STAR WARS, AND FIREWORKS
BRING IN THE YEAR OF THE TIGER**

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

Lions and Tigers, and Floats, Oh My! Alaska Airlines and the Chinese Chamber of Commerce of San Francisco are excited to welcome the Year of the Tiger with the return of its annual celebration from January 29 – March 6, 2022. **The Alaska Airlines Chinese New Year Parade will be roaring and soaring in its return to an in-person event. Taking place on February 19th, White Crane will jump-start the celebrations in the Parade's opening act. Grand Marshal, Daniel Wu is set to light the ceremonial opening firecrackers to usher in the Year of the Tiger, with an appearance by four Lucasfilm-recognized, international STAR WARS™ costuming organizations. The parade will close with a 3-minute firework display finale you don't want to miss.**

The Year of the Tiger

The Year of the Tiger (Lunar Year 4720) begins on February 1, 2022 and is the third 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 Tiger is the king of all beasts. It symbolizes bravery and power. People born in the year of the Tiger are typically brave, bold, and confident. They are also known to be ambitious, competitive, and authoritative. They are passionate when fighting for justice, fairness, or for a cause they believe in. People born in the year of the Tiger excel at being a politician, economist, adventurer, banker, doctor, police officer, or lawyer.

Some famous people born in the Year of the Tiger include Queen Elizabeth II, Marilyn Monroe, Tom Cruise, Leonardo DiCaprio, Robert Pattinson, Lady Gaga, and this year's Grand Marshal.



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Grand Marshal, Daniel Wu

Bay Area native and renowned Actor, Director, Producer, Race Car Driver, and Community Activist, **Daniel Wu, has been named the Grand Marshal of this year's Chinese New Year Parade.**

"I grew up in the East Bay so heading to San Francisco Chinatown to watch the Lunar New Year parade was always a given," says Wu. "One year, in particular, stands out because my eldest sister was part of the parade as runner-up in the Rose Ball Pageant. I remember the excitement waiting for her float to go by. So I am more than honored to be chosen as this year's Grand Marshal as this is a full-circle moment for my family and me. After two very difficult years, I am looking forward to joining the Bay Area community in welcoming health, happiness, and prosperity in this year of the Tiger".



After graduating from the University of Oregon in 1997 with a degree in architecture, Wu went to Hong Kong on what was meant to be a short graduation trip. He was soon discovered by art-house film director Yonfan and was asked to play the lead role in his first film, "Bishonen". Wu quickly rose to stardom and has made over 60 films in 20 years while playing a wide range of roles ranging from historical figures to action heroes in "Man with the Iron Fists" (2012), "Warcraft" (2016), "Tomb Raider" (2018), and "Caught in Time" (2020) to name a few.

In 2016, Daniel moved back to the States to Executive produce and star in the AMC action series "Into the Badlands". Wu can next be seen in Lisa Joy's feature directorial debut, romantic sci-fi noir thriller "Reminiscence" (2021).



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Tiger on Parade

Back by popular demand, **"Year of the Tiger on Parade"** returns. For its second year, the program promotes the artistic representation of this year's honored zodiac animal. Six (6) life-sized Tigers are on display throughout the San Francisco area. Tiger sculptures are designed and hand-painted by local artists and will be on display throughout the San Francisco area starting Monday, January 17th through Saturday, February 19th, 2022.

Each Tiger design was inspired by cultural themes that share the traditions and celebratory messages of the Chinese New Year. We invite everyone to check out these incredible creations and take photos to share them with family and friends on social media. Go to <https://chineseparade.com/tiger-on-parade/>, for details on the locations of these statues and how to enter our photo contest to win a Tiger on Parade prize package.

If you're interested in owning one of these masterpieces, following the conclusion of the public display event, the sculptures will be auctioned off with net proceeds benefiting local non-profit organizations. Sign up at <https://tigeronparade.givesmart.com>.

STAR WARS™ Costuming Organizations

From a galaxy far, far away to our own stellar parade come the most iconic and special galactic visitors, and it will be a day long remembered – in the best way! **For the very first time in our Chinese New Year Parade history, representing both the light and dark sides of the Force, we welcome the 501st Legion, the Rebel Legion, the Mando Mercs Costume Club, and the Saber Guild! We like this good "first," making the Year of the Tiger extra memorable!** All four groups are Lucasfilm-recognized, international STAR WARS™ costuming organizations, dedicated to celebrating and sharing their love of the STAR WARS galaxy through the creation, display, and wearing of high caliber character costumes. They step right out of the films and into the hearts of a variety of audiences throughout the galaxy. Don't let that evil Imperial exterior fool you! All of the clubs are all-volunteer, not-for-profit organizations, supporting and contributing to the community through costumed charity, volunteer work and donations.



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FLOAT PREVIEW DAY

A **float preview day is scheduled for February 15, and February 16 from 11am to 4pm at Pier 54** and all press is welcome to come and see the beautiful floats made for this year's parade, however, we will be imposing health and safety protocols and will require all media groups to register in advance at <https://bit.ly/cnyfloatpreviewday>. Please contact Stephanie Mufson, (510) 260-6097 or Steph@TheParadeGuys.com for any questions you may have.

We realize the rapidly increasing rate of the Omicron variant has had a tremendous impact on everyone's way of life once again, however, we are monitoring the situation and paying close attention to local and state health guidance in order to present to you a fun, healthy, and safe celebration.

Our Health and Safety Protocols have and will continue to require everyone to wear a mask and either be fully vaccinated or show proof of a negative test result. We understand this situation is fluid and we will respond to changes to local city mandates and requirements as necessary.

Like a Tiger cautiously working its way through the thick and thin of uncertainty, we will do the same.



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ALASKA AIRLINES CHINESE NEW YEAR FESTIVAL AND PARADE YEAR OF THE TIGER CALENDAR AND DESCRIPTION OF EVENTS

January 17 – February 19 **Year of the Tiger on Parade**

Various locations around the San Francisco Bay Area

Six (6) life-sized Tiger statues, designed and hand-painted by local artists, will be on display throughout the San Francisco Bay Area. Each Tiger design was inspired by cultural themes that share the traditions and celebratory messages of the Lunar New Year.

Find our Tiger sculptures at the following locations: Union Square, Asian Art Museum, Portsmouth Square, Thrive Plaza (Chase Center), Lucky Supermarket (Lakeshore Plaza), and Whole Foods (Stonestown Galleria). Plan how you'll see the Tiger on Parade.

<https://chineseparade.com/tiger-on-parade/>

January 29

Saturday, 10:30 am

Mini-Procession and Ribbon Cutting Ceremony

Grant Ave. From California to Pacific



Come help us kick off the new year with a procession that gives a glimpse of what the larger Lunar New Year parade will bring. The procession begins at historic St. Mary's Square, follows the original parade route down Grant Ave. and proceeds to the Flower Fair's main stage on Pacific St. below Grant. The procession will include lion dancers, giant walking puppets, costumed stilt walkers, drummers and dancers. Following the procession, the City dignitaries will join honored guests in officially opening the Festival with a ribbon-cutting ceremony at the main stage on Pacific between Grant & Kearny.

January 29, 30

Saturday, 10am – 6pm

Sunday, 9am – 6pm

Chinese New Year Flower Market Fair

Grant Ave. from Sacramento to Broadway;

Washington, Jackson & Pacific between Stockton & Kearny



Oranges, tangerines, flowers, plants, and a variety of auspicious foods are just a few of the many new year items for sale at the Flower Market Fair. Oranges and tangerines are symbols of abundant happiness. Tangerines with leaves intact assure that one's relationship with another



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remains secure. For newlyweds, this represents the branching of the couple into a family with many children. Every traditional Chinese household should have lively blooming plants to symbolize rebirth and new growth. Traditional Chinese entertainment such as Chinese Opera and lion dancing will be performed on stage both days.

February 1

Tuesday, 11am – 2pm

Chinese New Year Celebration & Choy Sun Doe

Portsmouth Square, San Francisco



The Year of the Tiger (Lunar Year 4720). Under the auspices of the SF Chinese Chamber of Commerce, Choy Suns will grace Portsmouth Sq. and “Lai Sees” (red envelopes) and pencil cases will be passed out to eagerly waiting children.

February 12

Saturday, 4pm – 9pm

Thunder Valley Casino Resort

Miss Chinatown Pageant & Coronation Ball

Hyatt Regency, San Francisco, 5 Embarcadero Center



The beautiful, talented and bright young women from throughout the United States are still coming to San Francisco during Chinese New Year to compete for scholarships and prizes in the annual Miss Chinatown USA Pageant. Each year’s winners become goodwill ambassadors for the Chinese community throughout the new lunar year. Please contact the SF Chinese Chamber of Commerce at 415.892.3000 for tickets.

February 19

Saturday, 5:15pm – 8pm

Alaska® Airlines Chinese New Year Parade

Market and Second to Kearny and Jackson



Bleacher Tickets available: <https://chineseparade.eventbrite.com> \$38 ~ \$65

Named one of the top ten Parades in the world by the International Festivals and Events Association (IFEA), the Alaska 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.



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Can't make the live event? Be sure to watch the Parade Broadcast on KTSF 26 (Chinese broadcast) on Sunday, February 20th from 6pm – 8pm, on KTVU Fox 2 (English broadcast) on February 26th from 6pm – 8pm, or twice on KTVU Plus (English Broadcast) on February 27th from 9am – 11am and 5pm – 7pm.

February 19, 20

Saturday 10am - 4:30pm
Sunday 9am - 5pm

Chinese Community Street Fair

Grant Ave. from California to Broadway;
Washington, Jackson & Pacific between Stockton &
Kearny



Immerse yourself in the sights and sounds of San Francisco's exhilarating Chinatown during one of the community's most exciting times of the year. You will find over 100 booths and concessions making this a shopper's paradise. The SF Chinese Chamber of Commerce has planned activities and entertainment for all ages. Enjoy Chinese folk dancing, opera, drumming and much more at the entertainment stage on Pacific St. below Grant. Make sure you get a family photo with the giant puppets and other memorable artifacts from the Parade.

March 6

Saturday 7:15am- 9:30am

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

Chinatown, San Francisco
Contact: (415) 576-9622

The Chinatown YMCA will hold their 44th annual "Chinese New Year Run" both Live and Virtually. Participants in the Live virtual 5k/10k will run on March 6th and those who choose to participate virtually will have 3 weeks to complete and submit their results through an activity tracker app (Strava, RunKeeper, MapMyRun, etc) of your choice. The date range to submit results is February 20th thru March 13th, 2022. Registration info: <https://www.ymcasf.org/CNyrun>

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.



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

Alaska Airlines, T-Mobile, Comcast, Thunder Valley Casino Resort, Hyundai, Lucky California, Bank of America, Salesforce, Anthem Blue Cross, US Bank, Cache Creek Casino Resort, AARP, Golden State Warriors, ICBC, Whole Foods, API Council, Boston Properties, Caesars Entertainment, Cruise, Huaxing, and Grant for the Arts.

For more information, please visit chineseparade.com and connect with us on social media. Follow us @chineseparade on [Facebook](https://www.facebook.com/chineseparade), [Instagram](https://www.instagram.com/chineseparade), and [Twitter](https://twitter.com/chineseparade).