



Alaska Airlines®
Chinese New Year Festival & Parade

San Francisco Chinese Chamber of Commerce

730 Sacramento Street, San Francisco, CA 94108

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January 24, 2023

Lunar New Year is a time to rejoice and to celebrate a new beginning, a time for peace, happiness, and unity. A time to wish people good health, good fortune, and a bright future. The spirit of this holiday has been overshadowed by the events that took place over the last couple of days.

We are heartbroken and devastated by the recent tragic events that took place in Monterey Park and Half Moon Bay, California. Our thoughts and prayers go out to the victims and survivors, their families and friends.

The San Francisco Chinese Chamber of Commerce is working with city leaders and law enforcement agencies to implement additional safety measures for all our Lunar New Year Events. A meeting will be held with the Department of Emergency Management to address and coordinate logistics. Together, we are working to provide a safe environment for everyone.

As we continue to put on the biggest Lunar New Year Celebration outside of Asia, we invite you to join us. Please stay vigilant and report any suspicious activities to the authorities. Remember, if you see something, say something.

In the Year of the Rabbit, we will continue to show our celebratory spirit and resilience. We will stand together in support of each other. We will celebrate the achievements and accomplishments of Asian Americans. We must celebrate peace and unity.

The Chinese Chamber of Commerce of San Francisco wishes everyone a safe and happy Lunar New Year.

*This event is sponsored in part by the San Francisco Hotel Tax Fund.
San Francisco Chinese Chamber of Commerce is a 501(c)(6) Organization.*