



# Chinese New Year Festival & Parade

**FOR IMMEDIATE RELEASE**

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September 27, 2023

## SAVE THE DATES FOR THE YEAR OF THE DRAGON, PARADE NOW ACCEPTING APPLICATIONS AND A CALL FOR ZODIAC ON PARADE ARTISTS

SAN FRANCISCO: It's that time of year again, Bay Area, to mark your calendars! The Chinese Chamber of Commerce of San Francisco is happy to announce the Year of the Dragon celebration dates as well as a call for artists to submit designs for this year's Dragon on Parade sculptures.

### SAVE THE DATES FOR OUR 2024 CELEBRATION

- FEB 3, 4 FLOWER MARKET FAIR
- FEB 10 CHINESE NEW YEAR DAY (CHOY SUN DOE DAY)
- FEB 17 BASKETBALL JAMBOREE
- FEB 23 MISS CHINATOWN PAGEANT & CORONATION BALL
- FEB 24 CHINESE NEW YEAR PARADE
- FEB 24, 25 COMMUNITY STREET FAIR
- MAR 3 CHINATOWN YMCA RUN



<b>Jan 27 - Feb 25</b>	<b>Dragon on Parade:</b> Zodiac on Parade is meant to promote the San Francisco Bay Area's Asian Heritage and Cultural artistic representation of this year's honored zodiac animal.
<b>Feb 3, 4</b>	<b>Flower Market Fair:</b> The Flower Fair is the place to come to purchase fresh flowers, fruits, candies and brand new supplies for the home to begin the new lunar year.



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<p><b>Feb 10</b></p>	<p><b>Chinese New Year Celebration &amp; Choy Sun Doe:</b> Under the auspices of the SF Chinese Chamber of Commerce, Choy Suns will grace Chinatown and pass out thousands of “Lai Sees” to eagerly waiting children. A select number of sculptures will be on display throughout the Bay Area for a limited time. Then they will be auctioned off, with proceeds benefiting local non-profit organizations.</p>
<p><b>Feb 17</b></p>	<p><b>Basketball Jamboree:</b> In 1995, retired Francisco Middle School Principal, Kenny Lee wanted to create a basketball tournament that was reminiscent of his childhood days growing up in SF Chinatown. His hopes were to provide kids an opportunity to return to their roots, or the roots of their parents or even their grandparents. After 25 years, the Jamboree continues to draw student-athletes back to Chinatown with alumni lending their time as volunteers and provide support to the next generation of youth.</p>
<p><b>Feb 23</b></p>	<p><b>Miss Chinatown U.S.A. Pageant &amp; Coronation Ball:</b> 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.</p>
<p><b>Feb 24</b></p>	<p><b>Chinese New Year Parade:</b> Named one of the top ten Parades in the world by International Festivals &amp; Events Association, the Alaska Airlines Chinese New Year Parade in San Francisco is one of the few remaining night illuminated Parades in North America and the biggest parade celebrating the Lunar New Year outside of Asia.</p>
<p><b>Feb 24, 25</b></p>	<p><b>Community Street Fair:</b> The SF Chinese Chamber of Commerce has activities and entertainment for all ages. Enjoy Chinese folk dancing, opera, drumming and much more at the entertainment stage in the heart of San Francisco Chinatown.</p>
<p><b>Mar 3</b></p>	<p><b>Chinatown YMCA Run/Walk:</b> The Chinatown YMCA, in San Francisco’s historic Chinatown, is holding its 46th annual “Chinese New Year Run” in 2023.</p>



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## 2024 PARADE APPLICATIONS ARE NOW OPEN

If you've attended one of our parades in the past or have seen it broadcasted on television, you'll quickly notice the grand spectacle and loud cheers as units make their way through the parade route. Have you ever thought, "my group would like to be a part of the celebration, how can we participate?" Here's your chance. Applications for the 2024 Parade are now open.

Application and additional information may be found here:

<https://chineseparade.com/parade-application/>

The San Francisco Chinese New Year Parade was named one of the top ten parades in the world by the International Festivals & Events Association and was named one of USA Today's 10 Best Readers' Choice awards for the Best Cultural Festival. The Chinese New Year Parade in San Francisco is one of the few remaining illuminated parades in North America and the biggest parade celebrating Lunar New Year outside of Asia.

The parade welcomes a variety of groups to join in the celebrations, and promotes its goal to educate, enrich and entertain its audience with the colorful pageantry of Chinese culture and tradition.

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## 2024 CALL FOR DRAGON ON PARADE ARTISTS

The **"Zodiac on Parade"** program returns for its fourth year with the **"Dragon on Parade"**. We are seeking new artists from the public. The San Francisco Chinese New Year Festival and Parade introduced the Zodiac on Parade program during the Year of the Ox and for the past 3 years, it has been a resounding success. Each year, local artists design these sculptures and help bring these beautifully painted zodiac animals to life. At the conclusion of our festivities, the statues are auctioned off, with the proceeds benefiting local non-profit organizations.

New this year, we are excited to invite the public to participate in its design. Whether you are a career artist or a hobbyist, we are seeking artists to submit their designs to be considered for this year's Dragon on Parade sculptures. All submissions must be sent in by October 11, 2023.

To learn more go to:

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



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The sculptures will be on display throughout the San Francisco area starting Saturday, January 27<sup>th</sup> through Sunday, February 25<sup>th</sup>, 2024.

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We look forward to celebrating the Year of the Dragon with you.