



Chinese New Year Festival & Parade

FOR IMMEDIATE RELEASE

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

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THE YEAR OF THE SNAKE HAS OFFICIALLY ARRIVED, MORE EVENTS TO COME!

Talented young women from all over the country compete to become Miss Chinatown USA.

The Chinese New Year Parade is expected to draw in large crowds as Huaxing Arts Group performs the opening act and the Grand Marshal Joan Chen will light the opening firecrackers.

UPDATE: Carrie Ann Inaba will no longer be able to attend our parade due to devastating Southern California wildfires.

Chinatown, San Francisco - Yesterday marked the beginning of the Year of the Snake with an Opening Ceremony celebrating Choy Sun Doe Day which was a spectacular way of shedding the past and celebrating the arrival of the Lunar New Year. We had an incredible turnout of guest speakers, visitors, and children who eagerly received their red envelopes and gifts by Choy Sun, the Chinese God of Wealth!

The activities continue as we look forward to the Miss Chinatown USA Pageant and Coronation Ball to welcome in the newly crowned Queen. For over 60 years, beautiful, talented and bright young women from around the country come 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.

Event: **Thunder Valley Resort and Casino Miss Chinatown USA Pageant & Coronation Ball**

When: **Friday, February 14, 2025 from 4pm - 9pm**

Where: **Westin St. Francis, Union Square**

For more information, please contact the SF Chinese Chamber of Commerce at 415.982.3000



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On February 15 and 16, we hold our 2-day Community Street Fair. Over 100 vendor booths line the streets of Chinatown to become a shoppers paradise. There will be activities and entertainment for visitors of all ages. Enjoy Chinese folk dancing, opera, drumming, and much more at the entertainment stage on Pacific Ave east of Grant Ave. Make sure you get a fun photo with the Street Fair Mascots and other memorable artifacts from the Parade.

Event: **Community Street Fair**

When: **Saturday, February 15, 2025 from 10am - 4:30pm**

Sunday, February 16, 2025 from 9am - 5pm

Where: **San Francisco Chinatown on Grant Ave, from California St. to Broadway Ave.**

And of course we can't forget about our spectacular Chinese New Year Parade where our opening act, Huaxing Arts Group, will delight our audience with a vibrant dance performance followed by our Grand Marshal Joan Chen who will light the opening firecrackers. Our Honorary Marshal Mayor David Lurie will be there to join in on the celebration!

Unfortunately, we have received word that Carrie Ann Inaba will no longer be able to attend our parade this year due to the devastating and ongoing Southern California wildfires. She hopes to return and participate in the future and wishes everyone "Gung Hay Fat Choy!"

The SF Chinese New Year Parade and Festival Committee extends heartfelt sympathies to all of the individuals and communities impacted by the wildfires. Our thoughts are with everyone affected, and we send our warmest wishes for strength and healing on their journey to recovery.

Event: **Alaska Airlines Chinese New Year Parade**

When: **Saturday, February 15, 2025 @ 5:15pm**

(Televised broadcast will start at 6:00pm on ABC7/KGO-TV and across all ABC7 streaming platforms, the 24/7 streaming news channel ABC News Live, and Hulu. and KTSF 26)

Where: **Begins at 2nd and Market St, around Union Square, and heads towards Chinatown on Kearny St.**

Tickets are available but are selling out fast. You can purchase tickets online at our website <https://chineseparade.com/tickets>

Join us in San Francisco Chinatown as we continue to celebrate the Year of the Snake. We hope to share our cultural heritage, community pride, and joyous celebrations that bring together people of all backgrounds to honor the traditions and spirit of the Lunar New Year.