



Chinese New Year
Festival & Parade

FOR IMMEDIATE RELEASE

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THANK YOU FOR AN INCREDIBLE TURNOUT!


Chinatown, San Francisco – This year's **Alaska Airlines Chinese New Year Festival and Parade** saw one of the largest turnouts in years! An estimated **3 million** people joined the celebration, either in person or through our live broadcasts.

The night's highlights included a breathtaking **opening act** and a dazzling **fireworks display**. We were especially excited to introduce a **brand-new drone show** to this year's festivities. Unfortunately, due to technical difficulties, the show had to be canceled. We appreciate your understanding and look forward to bringing this special experience to next year's celebration.


Mark your calendars! Join us in **San Francisco's Chinatown on March 7, 2026**, as we welcome the **Year of the Horse**. Together, we'll celebrate our cultural heritage, community spirit, and the vibrant traditions of **Chinese New Year**.

Event Details:

 **When:** Saturday, March 7, 2026 – Parade starts at **5:15 PM**

 **Televised Broadcast:** Begins at **6:00 PM** on ABC7/KGO-TV, all ABC7 streaming platforms, ABC News Live (24/7), Hulu, and KTSF 26.

 **Where:** The parade kicks off at **2nd & Market St.**, winds through **Union Square**, and makes its way to **Chinatown via Kearny St.**

 **Bleacher Tickets:** Available for purchase starting **October 1, 2025**, at chineseparade.com/tickets.

We can't wait to celebrate with you! 🎉🐉