

FOR IMMEDIATE RELEASE

A DAY IN CHINATOWN – TO THE MAX!

From Morning to Night, There's Never a Dull Moment in Chinatown

NEW YORK, NY – August 5, 2004 – Few travel experiences are more fulfilling than a “power day” - getting a firm grasp on what a neighborhood has to offer by spending an entire day there. For visitors to New York City - and even for New Yorkers themselves - a “power day” in Chinatown offers not only a feel for the lay of the land, but a feeling of total immersion in the area’s deep-rooted history and culture. Over 200 restaurants offering some 10 distinct Asian cuisines can be found here, plus countless jewelers, gift shops, markets with hard-to-find food items and many New York City landmarks. In Chinatown, an authentic, enriching experience awaits around literally every corner, and here is a day’s itinerary to maximize the experience:

9:00 AM – 10:00 AM – BREAKFAST

Start the morning off with one of Chinatown’s most beloved breakfast staples: a hot cup of milk tea and a sweet pineapple bun from one of the four dozen local bakeries in the area. Popular spots include **Maria’s Bakery** (42 Mott Street) and **Fay Da Bakery Corp.** (83 Mott Street), where Eastern and Western inspired pastries, breads and buns are served up warm and fresh every morning. Other popular breakfast items include coconut cream buns, raisin bread and sponge cake.

10:00 AM – NOON – WALKING TOURS

One of the best ways to experience Chinatown is to make arrangements with a walking tour group. There are several to choose from including:

- **“Experience Chinatown” Walking Tour**, which begins at the **Museum of Chinese in the Americas (MoCA)**. MoCA is located on 70 Mulberry Street, 2nd Floor. Tours require advance registration and for further information, call 212-619-4785 or visit www.moca-nyc.org, where visitors can find updated walking tour schedules, as well as information on special themed walking tours that focus on distinct topics, such as “Love in Chinatown,” “Religion in Chinatown,” and “From Coffeehouses to Banquet Halls: Historical Walking Tour of Chinatown Eateries.”
- **ChinatownNYC Walking Tours** are available daily on request and is conducted by Jami Gong, a licensed New York City tour guide and popular local comedian. The walking tours feature the area’s historic and cultural attractions combined with a tea ceremony, dim sum meal or Chinese feast. For more information, visit www.chinatownnyc.com.

NOON – 2:00 PM – DIM SUM

Dim sum (which means “a little bit of heart” in Chinese) is the quintessential lunchtime tradition among Chinese people all over the world. In Chinatown, there is a wide selection of restaurants specializing in these tasty little dishes including **Dim Sum GoGo** (5 East Broadway, 212-732-0797), **Jing Fong** (20 Elizabeth Street, 212-964-5256), **Golden Unicorn Restaurant** (18 East Broadway, 212-941-0911), **Grand Harmony Restaurant** (98 Mott Street, 212-226-2603), **HSF Restaurant** (46 Bowery Street 212-374-1319), **Sunrise 27** (27 Division Street, 212-219-8498) and **Vegetarian Dim Sum House** (24 Pell Street, 212-577-7176). Popular dim sum dishes include shrimp dumplings, rice noodles and sautéed meatballs.

2:00 PM – 3:00 PM – DESSERT

A thirst-quenching *bubble tea* is in order after a great feast and this drink, which originated from Taiwan, is a hip favorite among the younger generation. Cool and refreshing, *bubble teas* are sweetened milk teas with tapioca pearls added to them. Available in a wide variety of flavors, the bubble tea phenomenon single handedly revived Asia’s thought-to-be obsolete tea culture. The following cafés specialize in *bubble tea*:

- **Silk Road Mocha Café**, 30 Mott Street, 212-566-3738
- **Green Tea Café**, 45 Mott Street, 212-693-2888
- **Ten Ren’s Bubble Tea Café**, 79 Mott Street, 212-349-2286
- **Tea & Tea Café**, 51 Mott Street, 212-766-9889

After some bubble tea, walk over to the **Chinatown Ice Cream Factory**, where you can treat yourself to some fresh homemade ice cream and such unique flavors as *almond cookie*, *green tea*, *lychee*, *mango* and *taro*. Owned and operated by the Seid family, the **Chinatown Ice Cream Factory** has been a Chinatown institution for over 25 years (65 Bayard Street, 212-608-4170).

3:00 PM – 5:00 PM – “DO IT YOURSELF” SIGHTSEEING

Chinatown is the site of New York’s richest history that not only tells the story of the American-Chinese experience but also that of early Irish, Jewish and Italian immigrants. Today, remnants of the neighborhood’s European-American ancestry stand side-by-side with more recent Asian-inspired monuments.

Notable landmarks that visitors should see include **Kim Lau Square**, which is the site of the **Kim Lau Memorial Arch**. The arch was erected in 1962 in memory of the American-Chinese who died in World War II and is named for Lt. Benjamin Kim Lau, an aircraft commander in the Second World War. Just east of the square, on Division Street, lies **Confucius Plaza**, where a statue of Confucius, the famous philosopher stands. Another monument located in close proximity is the **General Lin Ze Xu Statue** that faces East Broadway. General Lin Zexu is noted for being the catalyst for the Opium War and is widely regarded as a hero among the Fujianese community.

Just a short walk away is **Mott Street**, the oldest Chinese-inhabited street in New York, and today remains one of Chinatown’s most vibrant thoroughfares. Its fine restaurants, interesting markets, tea shops and unique shopping opportunities have made **Mott Street**, the unofficial “heart” of Chinatown, drawing tens of thousands of non-residents on any given weekend. **Mott Street** also has a historic site that visitors will probably miss unless they look up - the large white building at 41 Mott Street has the only remaining wooden pagoda roof in Chinatown.

Continuing on the historical trail, one important landmark to take note of is the oldest dwelling in New York City, the **Edward Mooney House**, located on 18 Bowery on the corner of Pell Street. Erected in 1785 by Edward Mooney and used as a residence until the 1820s, the building has been home to a variety of businesses ever since, including a hotel, tavern, pool hall, restaurant and bank. Today, the house is a recognized historic landmark and is open to the public.

5:00 PM – 6:00 PM – SHOPPING

After a historical walk, it's time to begin shopping! For arts and antiques, be sure to visit **Rose's Gallery** (119 Baxter Street) and **Sinotique Enterprises** (19 Mott Street). Looking for those hard to find Hong Kong movie imports and music CDs? Look no further! Many stores here feature elusive treasures, to name a few - **Lai Ying Music** (89 Bowery), **New Melody Music Store** (306 Grand Street) and **United Asia Services, Inc.** (84 Bowery).

There is also a great selection of fashion boutiques that are surprisingly inexpensive such as **Fashion Beauty New York** (81 Mott Street, between Bayard and Canal Street), **Miao** (176 Hester Street between Mott and Mulberry Street) and **My Collections** (55 A Bayard Street at Elizabeth Street).

6:00 PM – 7:00 PM - DINNER

After a long day of sightseeing and shopping, it is time to “chow down” for dinner. Already had Chinese food for lunch? No problem. There are over 10 Asian cuisines available in the neighborhood, representing many other cultures and catering to even the most discerning of palettes:

- Asian fusion cuisine: **XO Café & Grill**, 48 Hester Street, 212-965-8645
- Cantonese cuisine: **Oriental Garden Restaurant**, 14 Elizabeth Street, 212-619-0085
- Chiuchow cuisine: **Bo Ky Restaurant**, 80 Bayard Street, 212-406-2292
- Japanese cuisine: **Ajisen Noodle**, 14 Mott Street, 212-267-9680
- Malaysian cuisine: **Jaya Malaysian Restaurant**, 90 Baxter Street, 212-219-3331
- Shanghainese cuisine: **Yeah Shanghai Deluxe**, 65 Bayard Street, 212-566-4884
- Singaporean cuisine: **Singapore Café**, 69 Mott Street, 212-964-0003
- Szechuanese cuisine: **Grand Sichuan** on 125 Canal Street (at Bowery), Phone: 212-625-9212
- Taiwanese cuisine: **Sogo Restaurant**, 11 Mott Street, 212-566-9888
- Thai cuisine: **Thailand Restaurant**, 106 Bayard Street, 212-349-3132
- Vegetarian cuisine: **Vegetarian Dim Sum House**, 24 Pell Street, 212-577-7176
- Vietnamese cuisine: **Thai Son Restaurant**, 89 Baxter Street, 212-732-2822

7:00 PM – 10:00 PM - LIVE ENTERTAINMENT, KARAOKE & POOL

Chinatown's recent resurgence of live entertainment includes a weekly variety show, *Teabag Open Mic* (Fridays at 8PM) at **Silk Road Place** (30 Mott Street) as well as monthly comedy (*WonTon Laughs*, *Teabag's Sloppy Seconds*) and music shows (*Teabag Amplified*).

Irreverent and unpredictable, *Teabag Open Mic* features some of New York's best emerging musicians, comics and poets and is absolutely FREE. WonTon Laughs (www.takeoutcomedy.com) is a monthly comedy show at **Yello Bar** (32 Mulberry Street) featuring stand-up acts from the NYC comedy circuit. Also monthly, *Teabag's Sloppy Seconds* (www.teabagopenmic.com) features raw and uncensored stand-up comedy and improv at Silk Road Place. The location also hosts a monthly music show, *Teabag Amplified*, which is a showcase of some of the city's best up-and-coming bands and singer/songwriters.

128 Billiards (128 Elizabeth Street) is also a great venue to enjoy a relaxing game of pool with friends and polish one's technique.

10:00 PM – 1:00 AM – BARS & LOUNGES

Start winding down the day by heading over to one of Chinatown's many bars and karaoke lounges. **Winnie's**, (104 Bayard Street) which has been known to host a celebrity or two, and **Galaxy Karaoke** (45 Mott Street) are two popular karaoke lounges that serve drinks as well as snacks to go along with a good tune.

Before the night ends, make sure to stop by **Yello** (32 Mulberry Street), a cozy and fashionable bar that features state-of-the-art karaoke, satellite television and comfy sofas. **Yello** serves various beers on tap and cocktails with happy hour specials from 4:00 pm – 7:00 pm, where patrons receive two-for-one beers and well drinks.

Be sure to check out one of Chinatown's hippest hang out spots, the **Big Six Bar-Lounge** (97 Bowery), which serves a wide variety of drinks including its signature cocktails, the *Big 6 de Menthe (crème de cocoa, crème de menthe, milk and mint leaf)*, the *Big 6 Bubbletini (Malibu rum, pineapple, orange juice, strawberry and tapioca)* and the *Big 6 Lycheetini (vodka, lychee juice, cassis and lychee fruit)*.

The **Bear Café** (125B Elizabeth Street), a cozy late night café that serves a variety of teas and alcohol with an outdoor garden in the back is another option for night birds.

1:00 AM – 2:00 AM – LATE NIGHT SUPPER

The evening is not done without sampling a delicious late-night meal in Chinatown, and here are a couple of highlights:

- **69** – Restaurant serves quick and filling snacks (69 Bayard Street, 212-227-1173)
- **Eat Inn** – Features a cozy cottage style décor replete with mini mah jong tiles set in the walls and a soothing miniature waterfall by the entrance. Highlights on the menu include generous helpings of *seared pork chop with rice* and *Chowzhon spareribs with pepper sauce*. A VIP room for karaoke and private parties is also available. (42 Bowery Street, 212-571-3888)
- **Kam Chueh Restaurant** – Boasts great seafood dishes and traditional fare like *sweet and sour chicken* and is open until 5:00 am. (40 Bowery, 212-791-6868)
- **New York Noodle Town** – Great food at inexpensive prices (28 ½ Bowery at Bayard Street, 212-349-2690)
- **Wo Hop Restaurant** - Offers quick and inexpensive meals guaranteed to satisfy those hunger pangs, with the *Singapore chow mai fun* being one of its most popular dishes. (15 Mott Street, 212-566-3841)

About Chinatown New York City

Chinatown New York City, combines Asian-American culture with the energy and influence of the most exciting city in the world. With over 200 restaurants, numerous Asian bakeries and tea houses, jewelry shops, arts and antique stores, an active nightlife and dozens of cultural attractions and landmarks, Chinatown stands as a world within a city. Whether dining, shopping, or strolling down the charming, narrow streets, visitors to Chinatown New York City, will find virtually limitless opportunities for new experiences and added insight.

Located on the east side of Lower Manhattan, Chinatown New York City, is the largest in the United States. The neighborhood has been growing steadily since the mid-1800s, and today stands as a vibrant community offering the opportunity to enjoy and explore Asian-American culture. Chinatown New York City is easily accessible via many New York City MTA subways and buses, as well as several convenient area parking garages. For more information, visit www.ExploreChinatown.com.

Note to editors: NYC & Company, the city's official tourism marketing organization, is a private, membership-based non-profit dedicated to building New York City's economy and positive image through tourism and convention development, major events and the marketing of the city on a worldwide basis.

###