



FOR IMMEDIATE RELEASE

**EXPLORE CHINATOWN NEW YORK CITY: ECLECTIC DINING,
UNBEATABLE SHOPPING AND ENTICING ENTERTAINMENT MAKE THE
AREA ONE OF NEW YORK'S BEST KEPT SECRETS**

NEW YORK, NY — Once you explore, you'll come back for more. An exciting part of the largest city in the country, Chinatown New York City offers a wide range of shopping, dining, nightlife and cultural opportunities. Easily accessible, the neighborhood's charming, bustling streets and cultural authenticity offer an experience that is unlike any other in the city. For more information on Chinatown, visit www.ExploreChinatown.com

Part of the fun of **shopping** in Chinatown New York City is the element of surprise. Unique items and great prices abound, and another enticing shopping experience seems to wait around every corner. Jewelry shops like *195 Dragon Jewelry* (195 Canal St., 212-226-4166) and *Golden Pearl Jewelry, Inc.* (215 Canal St., 212-966-9495) sell dazzling gems at even more dazzling prices, and stores like *Sinotique Enterprises* (19A Mott St., 212-587-2393) display arts and antiques unattainable anywhere else. For those looking for the latest Asian clothing styles, fashion boutiques like *Miao* (176 Hester St.) offer all that and more at affordable prices.

The colorful markets are yet another great reason to shop in Chinatown New York City, offering fresh fruit, seafood, meats and Asian food products. Food shopping in Chinatown is an enticing adventure and, with most products both fresher and less expensive than in other areas, your wallet will thank you as much as your taste buds. Produce markets like *Chew Fung Inc.* (128A Mott St.) and *Pan Orient & Seafood Corp.* (124 East Broadway) offer crabs, fish, scallops, shrimp, meats, fruits and vegetables, while bakeries like *Bak Lian Chinese Bakery* (83 Canal St., 212-343-8077) offer Chinese pastries of all kinds. Tea parlors like *Green Tea Café* (45 Mott St., 212-693-2888) and *Ten Ren's Tea Time* (79 Mott St., 212-732-7178) offer both traditional and rare Asian teas.

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That being said, it should come as no surprise that **dining** in Chinatown New York City represents a gastronomic dream for lovers of Asian food. Some 10 distinct Asian cuisines in over 200 restaurants grace Chinatown's bustling streets, with hotspots like Mott Street literally lined with enticing places to eat. Cantonese, Shanghainese, Vietnamese, Malaysian and more; if you're looking for authentic, affordable Asian cooking, you'll find the dining opportunities in Chinatown New York City virtually limitless.

A can't-miss culinary experience in Chinatown New York City is **dim sum**, a lunchtime speciality which, translated literally, means "to touch the heart." At dim sum, small dishes are usually ordered a la carte, placed in the center of the table and shared by all. Ideal for families and large groups, the resulting table arrangement lets diners sample a large spectrum of delectable menu options such as sticky rice, turnip cakes, and dumplings of all sorts

Popular restaurants for dinner in Chinatown New York City include *Joe's Shanghai* (9 Pell St., 212- 233-8888); *New York Noodle Town* (28 ½ Bowery, 212-349-0923); *Bo-Ky* (80 Bayard St., 212- 406-2292); *Penang* (41-43 Elizabeth St., 212-431-8722); *H.S.F.*, (46 Bowery, 212-374-1319); and *Vegetarian Paradise III* (33 Mott St., 212-406-6988). Restaurants that specialize in dim sum include *Dim Sum Go Go* (5 East Broadway, 212-732-0797); *Golden Unicorn* (18 East Broadway, 212-941-0911); *Grand Harmony Place* (98 Mott St., 212-226-6603); *Sunrise 27* (27 Division St., 212-219-8498); and *Hop Shing Restaurant* (9 Chatham Square, 212-267-0220).

In addition to the traditional attractions, Chinatown has an emerging **nightlife** featuring new bars, lounges and entertainment. In the mood for an after-dinner drink? Duck into the *Big Six Bar and Lounge* (97 Bowery, 212-219-9955), a local favorite whose plush red ceiling overlay casts a warm glow for patrons. *Big Six* features signature cocktails like its *Big 6 De Menthe*, a unique blend of *crème de cocoa*, *crème de menthe*, milk and mint leaf. Another hotspot is *Yello* (32 Mulberry St., 212-964-3410), whose cozy confines are the perfect place for happy hour. The bar also features comedy nights where local stand-up comedians have the chance to shine.

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And of course, Chinatown also has its share of fun, casual karaoke bars where -- for better or worse -- all are welcome to dazzle their fellow patrons with their renditions of favorites old and new. Popular karaoke establishments in Chinatown include *Asia Roma Restaurant* (40 Mulberry St., 212-385-1133); and *Winnie's* (104 Bayard St., 212-732-2384).

History loves company, and Chinatown has a ton of it. The area has been predominantly Chinese for over 150 years and, as it is located downtown, the area itself is one of New York City's oldest neighborhoods. The oldest house in New York is located in Chinatown, as is the infamous Five Points. For visitors seeking an in-depth picture of the area's rich history, informative walking tours are readily available. Leading local tours include "Experience Chinatown" Walking Tour offered by the Museum of Chinese in the Americas (MoCA, 70 Mulberry Street, (212) 619-4785); Jami Gong's Walking Tours (Jami@ChinatownNYC.com). Big Onion Walking Tours (212-439-1090 / www.bigonion.com), and Discover New York Walking Tours (212-935-3960).

Those interested Chinatown New York City's past will also enjoy a visit to the Museum of Chinese in the Americas (MoCA), an institution dedicated to preserving and interpreting Chinese history and culture in the Western Hemisphere. The museum features historic photographs, documents and artifacts, and is located at 70 Mulberry St. For more information, call (212) 619-4785 or visit www.moca-nyc.org.

About Chinatown New York City

Chinatown New York City, combines authentic 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.

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