



FOR IMMEDIATE RELEASE

THIS LITTLE PIG CELEBRATES 2007 LUNAR NEW YEAR IN CHINATOWN NYC

NEW YORK, NY – Not even the big bad wolf will keep the 2007 Year of the Pig away from the largest Chinatown in North America as the historic neighborhood invites families and revelers to celebrate Year 4704 on the Chinese lunar calendar. Also known as Chinese New Year and the Spring Festival, Lunar New Year is a two-week celebration that begins on the first day of the first month of the lunar calendar -- a period that typically falls between late January and mid-February – and ends on the full moon 15 days later. **This year, Lunar New Year is Sunday, February 18, 2007.** It is considered a major holiday across the globe, and is celebrated in Asian countries worldwide. During Lunar New Year, revelers celebrate family and the rejuvenation of the earth and, with it, the start of a new beginning with endless possibilities.

Here are some highlights for the 2007 Lunar New Year celebrations in Chinatown NYC; updated details for the events will be made available at www.ExploreChinatown.com.

Lunar New Year Flower Market at Columbus Park

When: Friday, February 16, 2007; 12:00 pm – 10:00 pm
Saturday, February 17, 2007; 10:00 am – 6:00 pm
Where: Columbus Park, Mulberry Street between Worth and Bayard Streets
Fee: Free
Presented by: Museum of Chinese in the Americas and partners United East Athletic Association and the Asian American Arts Alliance

Usher in the 2007 Year of the Pig Lunar New Year with a traditional Chinese festival and arts at the **4th Annual Lunar New Year Flower Market**. Flower markets are significant kick-off events for Lunar New Year celebrations in many Asian countries. In the Chinese spoken language, the word for flower shares homonymic qualities with the word for “wealth.” Flowers also represent prosperity and families adorn their homes with the most auspicious flowers including peach and plum blossoms, peonies, narcissi, azaleas, dahlias, chrysanthemums or small orange trees.

Lunar New Year’s Day Firecracker Ceremony & Cultural Festival

When: Sunday, February 18, 2007; 11:00 am – 3:00 pm
Where: Chatham Square (Intersection: Bowery / Mott and East Broadway)
Fee: Free
Presented by: Better Chinatown Society

Chinatown Lunar New Year Firecracker Ceremony is a traditional event intended to ward off evil spirits, and is attended by local politicians and community leaders. The ceremony features all-day cultural performances by traditional and contemporary Asian-American singers and dancers. Lion, dragon, and unicorn dance troupes will also march throughout Chinatown on this day.

Illuminations: Lunar New Year Fireworks Spectacular

When: Sunday, February 18, 2007; 7:00 pm
Where: Columbus Park, Mulberry Street between Worth and Bayard Streets
Fee: Free
Presented by: Chinatown Partnership Local Development Corporation (Chinatown Partnership)

For the very first time in Chinatown, the historical lower Manhattan neighborhood's dark night sky will be illuminated with an exciting and colorful fireworks display in celebration of Lunar New Year. Made possible by the Chinatown Partnership, the vibrant fireworks spectacular at Columbus Park will create a festive atmosphere on the very first night of Lunar New Year for kids of all ages to enjoy!

Illuminations: Red Lantern Merchant Sale

Date: February 18 – March 18, 2007
Where: Various establishments throughout Chinatown
Fee: Special discounts offered
Presented by: Chinatown Partnership Local Development Corporation (Chinatown Partnership)

Also the first event of its kind from the Chinatown Partnership, select merchants and restaurants displaying a raised red lantern outside of their establishments will be offering a discount or a special gift with purchase for an entire month to celebrate the New Year. These are the perfect places to eat the foods and buy the items necessary for a happy and prosperous New Year!

Chinatown Lunar New Year Parade

When: Sunday, February 25, 2007; 1:00 pm – 5:00 pm
Where: Major streets of Chinatown (Mott, Canal, Bowery, East Broadway, Chatham Square, Forsyth, Eldridge, Grand, and Chrystie St.)
Fee: Free
Presented by: Better Chinatown Society

Attracting over 400,000 participants and spectators, the **8th Annual Chinatown Lunar New Year Parade & Festival** is the largest public event in New York's Chinatown, as well as the largest pan-Asian event on the East Coast. Organized by the Better Chinatown Society, this colorful spectacle features traditional lion and dragon dances, ornately decorated floats, marching bands, cultural performances, and festive confetti.

Visit www.ExploreChinatown.com for details on these and other Lunar New Year events in Chinatown.

About Explore Chinatown & the Chinatown Partnership Local Development Corporation

Sponsored by the Lower Manhattan Development Corporation and The September 11th Fund and spearheaded by the Chinatown Partnership Local Development Corporation (CPLDC), the Explore Chinatown campaign conducts marketing initiatives to support the growth of tourism in Chinatown New York City. Located on the east side of Lower Manhattan, New York City's Chinatown is the largest in the United States, and today stands as a vibrant community offering the opportunity for visitors and locals alike to enjoy and explore Asian American culture. For more information, visit www.ExploreChinatown.com.

The CPLDC is a major effort by Chinatown community leaders to create a forward-looking community-wide organization that will actively address collectively-identified initiatives to improve and promote the neighborhood as a hub for commerce, business, culture and tourism. The partnership is made possible by a grant from the Lower Manhattan Development Corporation, which is funded through Community Block Grants from the U.S. Department of Housing and Urban Development. For more information on the CPLDC, please visit www.chinatownpartnership.org.