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PRESS RELEASE

JACKSONVILLE ASIAN AMERICAN ALLIANCE (JAAA) HOSTS A MULTI-CULTURAL LUNAR NEW YEAR CELEBRATION

Jacksonville, FL, January 23, 2007 – The **Jacksonville Asian American Alliance** is welcoming the Year of the Pig by hosting an “**East Meets West - 2007 Lunar New Year Celebration**” on Saturday, February 24, 2007 from 6pm to 10pm at the FCCJ Deerwood Center on 9911 Old Baymeadows Road.

The Lunar New Year is a significant tradition and a jubilant occasion for many Asians because it is a time when people get together with family and friends. It is popularly known in the U.S. as Chinese New Year. However, Lunar New Year is also the beginning of Solnal, the Korean New Year; and Tet, the Vietnamese New Year. This year, JAAA is hosting a multi-cultural Lunar New Year to bring all Asians and non-Asians together and celebrate the similarities and differences among Asian culture and traditions.

The event includes authentic Asian dishes and colorful ethnic performances such as the Chinese Folk Dance, Vietnamese Lion Dance, Indian Traditional Dance, Korean Martial Arts, and Filipino Bamboo Dance. Asian musical instruments such as the Chinese Pipa and Ehru and the Korean Kayagum will be played as part of the cultural presentation.

“Through cultural performances, we reconnect to our homeland and bring our traditions to the Jacksonville community at the same time,” commented JAAA President Anjna Chauhan. “East Meets West appropriately describes what we wanted to achieve through this event.”

Despite the differences in the ways the East and the West celebrate the New Year, all celebrations share one common premise - - it is an opportunity for renewal and togetherness; a time to reflect on the past and imagine what the future may bring.

“It is going to be an evening of Asian cuisine, cultural entertainment and colorful attires, all for the purpose of welcoming a prosperous 2007,” commented Gloria Chu, the Event Chair. “Everyone is invited to the party.”

Admission prices are \$15 for members, \$20 for non-members, and \$10 for children (7-14 years old). You may email info@jaxaaa.org or call (904) 318-0825 to RSVP.

The 2007 JAAA Lunar New Year celebration is proudly sponsored by local business leaders including AmSouth Bank, the Law Offices of Anjna J. Chauhan, Proficient Auto Transport, and Tapestry Park Condominiums.

The Jacksonville Asian American Alliance is a not for profit group that aims to provide Asian Americans in North Florida another avenue to actively participate in socio-cultural, civic and economic programs that serve the community.

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Lunar New Year Tradition Photos with Captions



Prior to New Year's Day, Chinese families decorate their living rooms with vases of pretty blossoms, platters of oranges and tangerines and a candy tray with eight varieties of dried sweet fruit. On walls and doors are poetic couplets, happy wishes written on red paper. These messages sound better than the typical fortune cookie messages. For instance, "May you enjoy continuous good health" and "May the Star of Happiness, the Star of Wealth and the Star of Longevity shine on you."



International Chinese New Year Night Parade in Hong Kong with colorful floats, marching bands and costumed groups from around the world. There are also street entertainers along with dragon and lion dancers. It's a scintillating fusion of international and Chinese elements that defines Hong Kong as the city where East meets West.

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