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Pacific Asia Museum Announces 2nd Annual Lunar New Year Festival

Pasadena, December 6, 2011 – Pacific Asia Museum will hold the second annual Lunar New Year Festival on Saturday, January 14th from 11 a.m. to 5 p.m. celebrating Year of the Dragon. Admission to the events, performances, crafts, demonstrations, and museum galleries is free to the public. This event is made possible in part by Wells Fargo, Jiangsu Province and the Ministry of Culture of the People's Republic of China, the Consulate General of the People's Republic of China in Los Angeles, Beauty Media Inc. and ICN TV Network. Media sponsors include KPCC and Pasadena Weekly.

For the second year in a row, Pacific Asia Museum invites the community to a pan-Asian celebration of Lunar New Year, a holiday celebrated by many cultures across Asia and the Pacific Islands. Thanks to the generous sponsorship of Wells Fargo, Pacific Asia Museum will present performances, activities, crafts and food trucks throughout the museum and in the tented parking lot. In January of 2011, Pacific Asia Museum welcomed over 4000 people to its inaugural Lunar New Year Free Family Festival, and 2012 promises to be even bigger.

Performances include Lion and Dragon dances, Sumo wrestling, Taiko drumming and a puppet show by our visiting artists from Jiangsu province. Food will be sold by The Nom Nom Truck, The Mighty Boba Truck, and Paradise Cookies.

Unique this year is Pacific Asia Museum's collaboration with China's Jiangsu province, the Ministry of Culture of the People's Republic of China and the Consulate General of the People's Republic of China in Los Angeles. Through this partnership, several artists from Jiangsu province will present demonstrations of their work including paper cutting, puppetry, sugar art and more. In addition to their presence on January 14, from January 18-20 (Wednesday through Friday) the artists will give workshops to school and community groups several times each day as part of "2012 Happy Chinese New Year—Jiangsu Cultural Week" (2012 欢乐春节—中国江苏文化周). Select workshops will be open to the general public with reservation, and a full schedule will be posted to www.pacificasiamuseum.org when it becomes available.



MORE

About Pacific Asia Museum

Pacific Asia Museum is among the few institutions in the United States dedicated exclusively to the arts and culture of Asia and the Pacific Islands. The museum's mission is to further intercultural understanding through the arts of Asia and the Pacific Islands. Since 1971, Pacific Asia Museum has served a broad audience of students, families, adults, and scholars through its education and outreach programs.

Pacific Asia Museum is located at 46 North Los Robles Avenue, Pasadena, California 91101. The museum is open Wednesday through Sunday from 10 am to 6 pm. Admission is \$9 general, \$7 students/seniors, and free for museum members and children under 12. Admission is free every 4th Friday of the month.

For more information visit www.pacificasiamuseum.org or call (626) 449-2742.

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