



## FOR IMMEDIATE RELEASE

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### Pacific Asia Museum Announces 3<sup>rd</sup> Annual Lunar New Year Festival

Pasadena, January 23, 2013 – Pacific Asia Museum will hold the third annual Lunar New Year Festival on Saturday, February 2nd from 11 a.m. to 5 p.m. celebrating Year of the Snake. Admission to the events, performances, crafts, demonstrations, and museum galleries is free and open to the public.

For the third 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. Inside the tented parking lot, visitors will watch multicultural performances on stage, enjoy food trucks Mighty Boba, India Jones, Mandoline Grill and Paradise Cookies, and interact with visiting artists from Jiangsu, China. These artists will demonstrate a variety of traditional art forms from China, including paper cutting, lantern making, sugar art, cloth art, Chinese knotting, and Suzhou silk art. This delegation also includes the Xiao Hong Hua (Little Red Flowers) dance troupe, which will perform twice that day.

#### Performance Schedule:

11:00 a.m.	Lion Dance by San Gabriel Valley Chinese Culture Association
11:30 a.m.	Taiko Center of Los Angeles
12:00 p.m.	Dance performance by Little Red Flowers Troupe
12:40 p.m.	Lion Dance by San Gabriel Valley Chinese Culture Association
1:00 p.m.	Taekwondo by Xplore TKD Demo Team
1:30 p.m.	Sumo Wrestling by USA Sumo
2:30 p.m.	Kim Eung Hwa Korean Dance Company
3:00 p.m.	Chinese Acrobatics by Jason Jiang
3:30 p.m.	Dance performance by Little Red Flowers Troupe

#### Inside the museum:

Ongoing	Crafts (courtyard) and Chinese flower arrangements (auditorium)
12:30 p.m.	Flower arranging demonstration (auditorium)
1:00 p.m.	Docent tour of the museum (meet at the front desk)
3:00 p.m.	Flower arranging demonstration (auditorium)

In addition, Pacific Asia Museum will reprise 2012's successful "Happy Chinese New Year–Jiangsu Cultural Week" featuring Xiao Hong Hua and visiting artists from China in partnership with 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. In addition to their presence on February 2, on January 31 and February 1 (Thursday and Friday) the artists will work in the courtyard from 10 a.m. to 1 p.m. for visitors to observe, and Xiao Hong Hua will perform at 11 a.m. both days.

Pacific Asia Museum's Lunar New Year Festival is made possible in part by 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. Special thanks to our sponsor Wells Fargo and media sponsor KPCC.

### **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 \$10 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](http://www.pacificasiamuseum.org) or call (626) 449-2742.

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