



2011 Asian Pacific Lunar New Year's Festival – Riverside, CA

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1ST ANNUAL INLAND EMPIRE LUNAR NEW YEAR FESTIVAL

TO BE HELD IN DOWNTOWN RIVERSIDE.

The Festival begins a Month-long Celebration to Commemorate and Honor Asian Cultural Heritage in California's Inland Empire.

November 1, 2010 – Riverside, CA – On Saturday January 29 2011, the Asian Pacific Lunar New Year Festival in beautiful downtown Riverside will kick off an historic month-long cultural celebration of the Asian American heritage and presence in Riverside and the Inland Empire.

Though many people know that Asian Pacific Americans have had a significant impact on Southern California, quite often they are unaware of the degree to which Asian cultures have been woven into the multifaceted fabric of Riverside and the Inland Empire community. For more than a century, Asian Americans have contributed to the development of the region in significant ways, from the building of Southern California railroads, working with their hands and heads in the citrus groves, mines, as merchants and in higher education, and leading advances in technology. The Lunar New Year Festival will showcase the ways that Asian residents have helped and continue to build our community.

On January 29th, the Lunar New Year, visitors to downtown Riverside will be transported to the beauty of the Ancient Orient, beginning with a spectacular parade, traditional Asian music, dance performances, art displays and day long exhibitions of Karate, Kung Fu, Kabuki, Taekwondo and a range of thrilling Asian themed demonstrations conducted by community groups and professionals.

While at the event, visitors can stroll through an Asian market place and experience a taste of Asia before taking time to shop for cultural treasures. Throughout the day, enjoy the range of entertainment on the main stage, learn about the often long journeys that brought these residents to California, view the art exhibit especially created for this event by Riverside school children. Kids will want to be sure to stop by Children's Village for origami, face painting, and hands-on arts and crafts. The entire event will culminate in a spectacular fireworks display to celebrate the start of the Asian New Year, 2011 will be the year of the rabbit.

In conjunction with this announcement, Festival Organizer May Davis stated, “Riverside and the Inland Empire have such rich diversity among residents, including a large Asian American community. The Lunar New Year Festival is a celebration of the culture, heritage, and the ongoing contributions they have made (and continue to make) to the success of this region. We hope to grow support for and awareness of this cultural event and anticipate a significant turnout. We welcome the full range of cultural groups from the area to join us for a day of Asian food, fun, and entertainment for the whole family.”

Council Member Paul Davis said, “We are thrilled at the prospect of hosting the 1st Annual Lunar New Year Festival in Downtown Riverside, adding another cultural attraction to our beautiful city and attracting visitors from the region. We hope to establish the Lunar New Year Festival as a tradition now and for years to come.”

On Friday evening, January 28, donors and participants will enjoy a pan-Asian dinner hosted at the historic Riverside Art Museum.

The primary goal of the Festival is for the community to celebrate the vast diversity and impact of Asians in the region, a secondary goal is to have a full day of fun while learning, sharing, and celebrating this exciting cultural heritage in a spirit of friendship.

Bring the whole family to experience the food, sights, and sounds.

Easy ways to get involved and follow the event as it develops:

Go to LunarFestRiverside.org:

Information on the festival itinerary, vendor list, and entertainment can be found on an ongoing basis as the event develops by logging on to LunarFestRiverside.org and by following on Facebook at [www.facebook.com/Riverside's Asian Pacific Lunar Festival](http://www.facebook.com/Riverside's%20Asian%20Pacific%20Lunar%20Festival). Leave your e-mail address and sign up for our e-newsletter.

Be a Sponsor: Corporate or Individual sponsor packages let you experience the festival from a whole new perspective: as a promoter of the multicultural diversity that enriches our community. Individual sponsorships are also available as gifts to your friends, family or clients with the **Ultimate Festival Experience: an invitation to attend the pan-Asian dinner on Friday evening, January 28**. Corporate sponsorship offers opportunities to market your business to the Inland Empire, ranging from Riverside to San Bernardino County and as far as Coachella Valley.

Become a Vendor or Entertainer: To learn how you can become involved, stop by LunarFestRiverside.org now. Enter your e-mail address and get priority registration and vendor placement when it is available.

For more press information or sample photos,
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