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FOR IMMEDIATE RELEASE

***“Fa” for Fortune and Flowers:
Chinatown’s Second Annual Lunar New Year Flower Market***

NEW YORK, NY – January 5, 2005 – In celebration and preparation of the Lunar New Year on February 9th, New York City’s Chinatown welcomes the second annual **Lunar New Year Flower Market** on Saturday February 5th from 10:00 am to 8:00 pm and on Sunday, February 6th from 10:00 am to 5:00 pm. The organizers of the event, the Museum of Chinese in the Americas (MoCA) and the United East Athletics Association (UEAA), are bringing together local florists, vendors and merchants for a two-day flower extravaganza at Roosevelt Park, located at Grand and Chrystie Streets. Last year’s Flower Market attracted over 30,000 visitors and was declared Lunar New Year Flower Market Day by Mayor Michael Bloomberg.

An important annual tradition, flower markets typically sprout up a week before the holidays. Symbolically, flowers are perhaps the most important decorative item for the home. 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. Involving community florists and businesses for this event, the Chinatown Flower Market is becoming a cultural mainstay event for the City and for the Chinese community of New York.

“One of my fondest memories of Hong Kong is going out at night to the flower markets with my family,” says MoCA Deputy Director of Programs, Cynthia Lee, “It seemed as though the whole city was out with us, welcoming in the New Year with hope and beauty. We’re happy to be able to bring this experience for New Yorkers and the east coast to enjoy.”

Jonathan Choy, President of the United East Athletics Association, extends his welcome this holiday to all visitors saying, “Culture, Tradition and the Flower Market – all the main ingredients of celebrating the Lunar New Year!”

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MoCA will also host additional activities to celebrate the Lunar New Year with guests, including:

Good Luck Life, Book Launch and Presentation by Author Rosemary Gong

When: Thursday, February 10, 2005, 6:30pm – 7:30pm

Where: Yello Bar and Restaurant, 32 Mulberry Street

Fee: \$8/ General; \$5/MoCA Member. Space is limited. Advanced payment and reservations required: (212) 619-4785.

Third-generation Chinese American Rosemary Gong grew up in a small Central Valley town in California where the only other two Chinese students in school were her siblings. On a quest to acquaint herself with her cultural heritage and to understand the practices and customs surrounding Chinese holidays, Gong created *Good Luck Life: The Essential Guide to Chinese American Celebrations and Culture* (Harper Collins). In a special Lunar New Year program, Gong joins MoCA in a special “how-to” and “why” session for similarly befuddled and curious Chinese-Americans and others who question, “Why do we give out and receive red envelopes;” “What’s up with those trays of goodies my mom busts out;” and “Kitchen God, who?” *Good Luck Life* will be available for purchase at the event and at the MoCA Store.

MoCA’s 25th Anniversary Peking Duck Dinner Fundraiser

When: Thursday, February 10, 2005, 7:30pm

Where: Tai Hong Lau Restaurant, 70 Mott Street

Fee: \$68/ General; \$60/ MoCA Member; \$55/ MoCA NEXT Member. Space is limited. Advanced payment and reservations required. Please call (212) 619-4785 by February 3rd, 2005.

Welcome in the Lunar New Year with friends old and new! MoCA invites you and your guests to its annual Peking Duck Dinner. The evening begins with admission to a special presentation by Rosemary Gong (see above). Guests will then enjoy a succulent duck dinner at Tai Hong Lau Restaurant. Expect raffles and other surprises during the evening’s program. Due to the popularity of the event, advanced payment and registration is required. Open to all MoCA members and friends!

Preparing for the New Year: Walking Tour

When: Saturday and Sunday, February 5, 6, 12 & 13, 2005, 1:00 pm – 2:30 pm

Where: Begins @ MoCA, 70 Mulberry Street, 2nd Floor

Please call (212) 619-4785 for more information or visit our website at www.moca-nyc.org

Fee: \$12/person, \$8/member, \$6/student and senior, free/children under 5; advance registration required. Space is limited to 22 people.

Witness how Chinatown transforms itself in preparation for the New Year. Learn about the traditions and customs observed by Chinese households and discover the significance of red envelopes, foods and decorations. Enjoy the sights, smells, sounds and tastes of Chinatown in the most festive tour of the year!

For more information on Lunar New Year events sponsored by MoCA, visit www.moca-nyc.org. For more information on the United East Athletics Association and lion dance performances, visit www.ueaa.org.

About the Museum of Chinese in the Americas (MoCA)

Museum of Chinese in the Americas (MoCA) is the first full-time, professionally staffed museum dedicated to reclaiming, preserving, and interpreting the history and culture of Chinese and their descendants in the Western Hemisphere. The Museum provides historical and visual arts exhibitions, walking tours, school and public programs, a museum shop and extensive archives in the fields of Chinese American and Asian American studies. Visit www.moca-nyc.org.

About the United East Athletics Association (UEAA)

The United East Athletics Association (UEAA) enhances the quality of life for the Asian-American community, serving people of all ages but with a special focus on youth through educational and athletic programs that develop leadership, responsibility and teamwork. United East Athletic Association has been involved in the Chinatown community for over twenty- five years. During that twenty-five year, UEAA has organized many community events and functions that affect the lives of both the young and old.

About Chinatown New York City

Chinatown New York City combines Asian-American culture with the energy and influence of the most exciting city in the world. With over 200 restaurants, numerous Asian bakeries and tea houses, jewelry shops, arts and antique stores, an active nightlife and dozens of cultural attractions and landmarks, Chinatown stands as a world within a city. Whether dining, shopping, or strolling down the charming, narrow streets, visitors to Chinatown New York City, will find virtually limitless opportunities for new experiences and added insight.

Located on the east side of Lower Manhattan, Chinatown New York City is the largest in the United States. The neighborhood has been growing steadily since the mid-1800s, and today stands as a vibrant community offering the opportunity to enjoy and explore Asian-American culture. Chinatown New York City is easily accessible via many New York City MTA subways and buses, as well as several convenient area parking garages. For more information, visit www.ExploreChinatown.com.

Note to editors: NYC & Company, the city's official tourism marketing organization, is a private, membership-based non-profit dedicated to building New York City's economy and positive image through tourism and convention development, major events and the marketing of the city on a worldwide basis.

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