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FOR IMMEDIATE RELEASE

LUNAR NEW YEAR IN CHINATOWN NEW YORK MADE EASY: DOWNTOWN HOTELS OFFER TRAVELERS SPECIAL RATES FOR YEAR OF THE DOG

NEW YORK, NY – December 20, 2005 – Special hotel rates offered at downtown hotels allow for all to participate in Lunar New Year, the most celebrated holiday in Chinatown. This year's festivities take place from January 27 to February 5, 2006, and feature a flower market, festivals, parades, lions and dragon dances, Chinese feasts and more for the Year of the Dog. Anyone wishing to experience first-hand is welcome to take advantage of the special hotels rates from the **Holiday Inn Downtown**, the **Clarion Solita Soho Hotel**, and the **Windsor Hotel**. The actual first day of Lunar New Year is Sunday, January 29, 2006. For more information on events please visit www.ExploreChinatown.com.

This Lunar New Year, the **Holiday Inn Downtown** (138 Lafayette Street) is offering a \$209 rate plus tax, per room, per night, from January 27 through February 6, 2006. A full breakfast buffet at the hotel's new restaurant, San Remo, is available from 6:30 AM to 11:30 AM for \$10 per person (not including tax and tip). For more information please visit <http://holidayinn-nyc.com> or call 212-966-8898.

The area's newest boutique hotel, the **Clarion Solita Soho Hotel** (159 Grand Street) has a rate of \$199 plus tax per room, single or double occupancy, from January 27 through February 2, 2006. Rates begin at \$219 through the end of February. For more information, please visit www.choicehotels.com or call 212-925-3600.

Another nearby hotel to the Lunar New Year activities, the **Windsor Hotel** (108 Forsyth Street) is offering a rate of \$196 per room plus tax, based on single or double occupancy. For more information please call 212-226-3009.

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Highlights of this year's Lunar New Year events include :

? **3rd Annual Chinatown Lunar New Year Flower Market, January 27 & 28, 2006**

Time: Friday, January 27, 3:00 PM to 10:00 PM

Saturday, January 28th, 10:00 AM to 6:00 PM

Location: Columbus Park (Mulberry Street between Bayard and Worth Streets)

Visitors can participate in this time-honored tradition with the Museum of Chinese in the Americas (MoCA) and the United East Athletics Association's (UEAA) Third Annual Chinatown Lunar New Year Flower Market. In Chinese communities around the world, going to the market to purchase flowers is a popular way of ushering in the Lunar New Year because flowers bring luck and prosperity in the New Year. Particular flowers such as the peony, peach blossom, kumquat tree, camellia, and narcissus are favored for their auspicious symbolic meanings. For more information please call MoCA at 212-619-4785 or visit www.moca-nyc.org.

✍ **Chinatown Lunar New Year Firecracker Demonstration & Ceremony, January 29, 2006**

Time: Sunday, January 29, 12:00 PM

Location: Intersection of Mott and Bayard Streets

Organized by the Better Chinatown Society, the customary tradition of a firecracker detonation will take place on the actual day of the Lunar New Year to ward off evil spirits for the coming year. Attendance and participation is expected by local politicians and community leaders. Following the ceremonies, a main stage (at the intersection of Mott and Bayard Streets) will feature all-day cultural performances by traditional and contemporary Asian-American singers and dancers. In addition, a dozen lion, dragon and unicorn dance troupes will perform along Chinatown's main streets, including Mott Street, the Bowery, East Broadway, Bayard Street, Elizabeth Street and Pell Street.

✍ **Seventh Annual Chinatown Lunar New Year Parade & Festival, February 5, 2006**

Time: Sunday, February 5, 1:00 PM

Location: Intersection of Mott and Bayard Streets

Organized by the Better Chinatown Society, this main event features elaborate floats, marching bands, lion and dragon dances galore, Asian musicians, magicians, acrobats and processions by local organizations. Over 5,000 people are expected to march in the parade beginning at Mott Street and proceeding through practically every street in Chinatown, and finally dispersing at Worth Street. The parade is expected to conclude at 3:00 pm, at which time an outdoor cultural festival will take place on Bayard Street featuring more performances by musicians, dancers and martial artists.

For continuously updated information on Lunar New Year activities in Chinatown, please visit www.ExploreChinatown.com.

About Chinatown New York City

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.