

**FOR IMMEDIATE RELEASE**

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**2007 SOUTHWEST AIRLINES  
CHINESE NEW YEAR FESTIVAL AND PARADE**

**YEAR OF THE BOAR – 4705**

**February 10 – March 4, 2007**

**San Francisco: Gung Hay Fat Choy! 2007 is the Year of the Boar (or Pig) – Lunar New Year 4705.**

Chinese New Year begins on February 18, 2007 and is the most important holiday for Chinese families. A time of reunion and thanksgiving, Chinese New Year festivities start with the new moon on the first day of the new year and end on the full moon 15 days later. The 15<sup>th</sup> day of the new year is reserved for the Lantern Festival. The Lantern Festival originated in ancient times as a ceremony to usher in the light and warmth of the sun after the winter's cold.

The Boar is the twelfth animal among the twelve zodiac animals in the Chinese horoscope.

The rat, ox, tiger, hare, dragon, snake, horse, ram, monkey, rooster, dog and boar rotate annually. In ancient China, it was believed that people would have characteristics of the element and the animal that ruled the year of their birth just as modern astrologers believe that people born under a certain sign of the zodiac will have common characteristics. The Pig is associated with contentment and security.

The most famous pig in Chinese literature is the Pig Man, or Pigsy in the novel *The Monkey King*, also known as *The Journey to the West*. Though Pigsy often succumbs to earthly pleasures, he succeeds in protecting monk Xuan Zang as he carries the Buddhist scriptures on foot from India to China.

People born in the Year of the Boar (1923, 1935, 1947, 1959, 1971, 1983, 1995, 2007) are genuine, kind and strong. They apply themselves to any task with all of their strength and can be relied upon to follow through. They have a heart of gold and can be counted on to provide a shoulder to cry on or a helping hand to those in need. Born under the sign of honesty, they are incapable of telling a lie. Those born in the Year of the Boar can also be very self-indulgent. They enjoy expensive cars, restaurants, jewelry and clothing. They can also be very stubborn. Once they've made up their mind, it is almost impossible to change it. Boars (Pigs) are most compatible with those born in the Year of the Sheep or Hare.

**Famous people born in the Year of the Boar: Ernest Hemingway, Hillary Rodham Clinton, Ronald Reagan, Steven Spielberg, and the Dalai Lama.**

**The Chinese Chamber has scheduled the following events to celebrate the Year of the Boar!**



**March 2** **Harrah's Miss Chinatown U.S.A. Coronation Ball**  
**Friday**  
**6:00 pm No Host Cocktails**  
**7:00 pm Dinner** **Tickets: (415) 982-3000** **\$120**

*The newly selected Miss Chinatown USA and her court will be crowned at the annual Harrah's Coronation Ball. The black tie dinner/dance, attended by many community leaders, promises to be a highlight of the Lunar New Year festivities.*

**March 3** **Southwest Airlines Chinese New Year Parade** **FREE**  
**Saturday, 5:30 pm-8:00 pm** **Market and Second to Kearny and Jackson**

**Bleacher Tickets available: (415) 982-3071** **\$30**  
**Tickets can also be purchased on [www.chineseparade.com](http://www.chineseparade.com)**

*Named one of the top ten Parades in the world by IFEA, the Southwest Airlines Chinese New Year Parade in San Francisco is one of the few remaining night illuminated Parades in the country. Started in the 1860's by the Chinese in San Francisco as a means to educate the community about their culture, the Parade and Festival have grown to be the largest celebration of Asian culture outside of Asia. Parade highlights include elaborate floats, lion dancers, folk dancers, costumed elementary school groups, marching bands, stilt walkers, Chinese acrobats, and a 201 foot long Golden dragon, ("Gum Lung.")*

**March 3-4** **Chinese New Year Community Street Fair** **FREE**  
**Saturday 10:00 am-4:30 pm** **Grant Ave. from California to Broadway,**  
**Sunday 9:00 am-5:00 pm** **Pacific Ave. from Kearny to Stockton St.**  
**Washington and Jackson Streets from Kearny to Stockton**

*Immerse yourself in the sights and sounds of San Francisco's exhilarating Chinatown during one of the community's most exciting times of the year. Enjoy dance and music from throughout Asia and experience ancient and modern Chinese arts such as calligraphy, kite-making, and acrobatics.*

**March 3-4** **Chinese Culture Center Spring Festival** **FREE**  
**Saturday/Sunday 11 am-4 pm** **750 Kearny St., 3<sup>rd</sup> Floor, (Hilton SF Financial District)**  
**Information: (415) 986-1822**  
**[www.c-c-c.org](http://www.c-c-c.org)**