YEAR OF THE ROOSTER

January 21- February 19, 2017  Lunar Year 4715

San Francisco, CA:  Gung Hay Fat Choy! Sen Nin Fai Lok! (Happy New Year)

The Rooster is the 10th animal in the Chinese Zodiac. The Year of the Rooster, beginning on January 28th.

Originating thousands of years ago to celebrate the reawakening of nature, Chinese New Year, also known as Lunar New Year or the Spring Festival, is a time of reunion and thanksgiving. Lunar New Year festivities begin with the new moon on the first day of the New Year and end on the full moon 15 days later.

According to Chinese legend, the Lord Buddha called all the animals to come to him before he departed earth. Only 12 animals came. As a reward, he named a year after each of them in the order that they arrived: Rat, Ox, Tiger, Hare, Dragon, Snake, Horse, Sheep, Monkey, Rooster, Dog and Boar. In Chinese astrology, people take on the characteristics of the animal that rules the year of their birth. Those characteristics can also be seen in the year itself.

People born in the Year of the Rooster (1921, 1933, 1945, 1957, 1969, 1981, 1993, 2005, and 2017) are very observant, hardworking, resourceful, courageous and talented. Roosters are very confident about themselves. Good career choices for Roosters are newsreader, salesperson, restaurant owner, hairdresser, public relations officer, farmer, athlete, teacher, waiter, journalist, travel writer, dentist, surgeon, soldier, fireman, security guard, and police
Famous people born in the Year of the Rooster: Eleanor Roosevelt, Yoko Ono, Serena Williams, Benjamin Franklin, Bette Midler, Prince Phillip, Nancy Reagan and Brigham Young.

Southwest Airlines, title sponsor of the Chinese New Year Festival and Parade, and the San Francisco Chinese Chamber of Commerce invite you to attend all the New Year festivities planned during the two-week celebration beginning January 21 through February 19, 2017.

In honor of the Year of the Rooster, Presenting Sponsor AT&T will give parade attendees the chance to change the colors of its high-tech float, “Highlight Your Way”, Live at the event. Also at the Flower Festival and Community Fair, AT&T will bring a new set of wireless and DIRECTV entertainment games on its latest mobile devices. Take a moment to stop by booths like AT&T to get more entertainment your way this year!

SCHEDULE OF EVENTS
(415) 889-8823 or (415) 982-3071
www.chineseparade.com

YEAR OF THE ROOSTER - JANUARY 21-FEBRUARY 19, 2017
LUNAR YEAR 4715

January 21
Saturday, 10:30am
Southwest Airlines® Mini-Procession and FREE Ribbon Cutting Ceremony
Grant Ave. from California St. to Pacific Ave.

Come help us kick off the new year with a procession that gives a taste of what the larger Lunar New Year parade will bring. The procession begins at historic St. Mary’s Square, follows the original parade route down Grant Ave. and proceeds to the Flower Fair’s main stage on Washington St. below Grant. The procession will include lion dancers, giant walking puppets, costumed stilt walkers, drummers and dancers. Following the procession, the City


**January 21-January 22**  
**Chinese New Year Flower Market Fair**  
**FREE**

Saturday 10am-8pm  
Grant Ave. from Clay to Broadway;

Sunday 9am-6pm  
Washington, Jackson & Pacific between Stockton & Kearny

**Oranges, tangerines, flowers, plants, and a variety of auspicious foods are just a few of the many new year items for sale at the Flower Market Fair. Oranges and tangerines are symbols of abundant happiness. Tangerines with leaves intact assure that one’s relationship with another remains secure. For newlyweds, this represents the branching of the couple into a family with many children. Every traditional Chinese household should have live blooming plants to symbolize rebirth and new growth. Traditional Chinese entertainment such as Chinese Opera and lion dancing will be performed on stage both days. Please note: This is a non-smoking event.**

**January 28**  
**Chinese New Year Day**

Saturday  
(no events scheduled)

**February 4**  
**SF Chinese Chamber of Commerce/Southwest Airlines®**

Saturday  
**Basketball Jamboree**  
**FREE**

10am-4pm  
Betty Ann Ong Chinese Recreation Center  
Mason & Washington Sts., SF

Contact: Kenny Lee  
hoopsterslee@gmail.com

**Chinese New Year will kick off the Year of the Rooster with six exciting basketball games. The first game will begin at 10am with the last game at 3pm. There are 3 slots for each division (boys and girls), with approximately sixty participants. The players represent the greater Chinatown-North Beach community and San Francisco Middle Schools. This popular basketball jamboree is celebrating its 24th year! Bring your family and friends and enjoy a great day of fun and slam dunk moments!**

**February 4**  
**Miss Chinatown U.S.A. Pageant**  
**$35, $45, $65**

Saturday  
7:30pm  
Palace of Fine Arts Theater

3301 Lyon St. @ Bay, SF

**Tickets available at:**

Washington Bakery & Restaurant  
733 Washington St., SF  
(415) 397-3232  
Mon-Sun 10am-8pm

East West Bank  
900 Kearny St., SF  
(415) 397-8988  
Mon-Thu 9am-5pm; Fri 9am-6pm; Sat 9am-4pm

**For more information:**  
SF Chinese Chamber of Commerce  
(415) 982-3071
For nearly 60 years, lovely and talented young women from throughout the United States have come to San Francisco to compete for titles and prizes in the annual Miss Chinatown U.S.A. Pageant. The new Queen and her Court will become goodwill ambassadors for the Chinese community throughout the new year.

February 10  
Friday  
6pm  Dinner  Caesars Entertainment®  
8pm  Coronation  Miss Chinatown U.S.A. Coronation Ball  
8:30pm Dancing  Hilton SF - Union Square  

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

February 11 
Saturday, 5:15-8pm  Southwest Airlines® Chinese New Year Parade  FREE  
Bleacher Tickets available: (415) 889-8823  (415) 982-3071  $30  
Tickets can also be purchased at www.chineseparade.com

Named one of the top ten Parades in the world by the International Festivals and Events Association (IEFA), the Southwest Airlines® Chinese New Year Parade in San Francisco is one of the grandest 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 268 foot long Golden Dragon (“Gum Lung”).

If you can’t watch the Parade in person, be sure to watch the live broadcast on KTVU Fox 2 or KTSF 26 (Chinese broadcast) on Saturday, February 11th, 6-8pm.

February 11-February 12  Chinese Community Street Fair  FREE  
Saturday 10am-4:30pm  Grant Ave. from California to Broadway;  
Sunday 9am-5pm  Washington, Jackson & Pacific between Stockton & Kearny

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. You will find over 120 booths and concessions making this a shopper’s paradise. The SF Chinese Chamber of Commerce has planned activities and entertainment for all ages. Enjoy Chinese folk dancing, opera, drumming and much more at the entertainment stage on Washington St. below Grant. Make sure you get a family photo with the giant puppets and other memorable artifacts from the Parade. Please note: This is a non-smoking event.
February 19
Sunday 8am
Registration: 7am

SF Chinese Chamber of Commerce Presents
CCHP/Chinatown YMCA Chinese New Year Run
5K/10K Run/Walk
Contact: (415) 576-9622

The Chinatown YMCA will hold their 39th annual “Chinese New Year Run” on Sunday, February 19th at 8am. Presented by the SF Chinese Chamber of Commerce, this scenic route starts at Sacramento and Grant, winds its way through Chinatown, North Beach, The Embarcadero and Downtown and finishes on Kearny between California and Sacramento. Registration info: www.ymcasf.org/cnyrun. The cost includes a T-shirt and finish line goodies for all runners as well as prizes for top winners in each age group.

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