

SCARBOROUGH TOWN CENTRE

FOR IMMEDIATE RELEASE

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CELEBRATE CHINESE NEW YEAR AT SCARBOROUGH TOWN CENTRE
Saturday, February 9, 2013

Welcome the Year of the Snake with Authentic Cultural Performances, Contests and Prizes



TORONTO, ON, January 14, 2013: Scarborough Town Centre (STC) invites the community to welcome the **2013 Chinese New Year** with celebrations on **Saturday, February 9** at Centre Court. This is the **Year of the Snake**, the most intuitive and refined of all the 12 zodiac creatures. Scarborough Town Centre's much anticipated Chinese New Year event offers a lineup of **cultural activities** and **traditional performances**, and is one of the most popular festivities of its kind in the GTA.

"As we bid farewell to 2012's Year of the Dragon, we are delighted to welcome in the Year of the Snake at Centre Court with our annual grand celebration," says Jai Lee, marketing director, Scarborough Town Centre. "The combination of traditional Chinese ceremonies, colourful costumes and vibrant performances makes it a well-loved cultural and social event."

Hosted in both Chinese and English, highlights of this free educational event include **interactive games, contest and prizes, ceremonial thunder drums, the crowd-pleasing lion dance parade by the prestigious Mushu International College of Canada, and traditional artistic performances of traditional Chinese folk dances and Tai Chi demonstrations by Carol C Dance Studio and Qi & Yi Association.** And Chinese New Year at STC wouldn't be complete without a visit from the **God of Fortune**, thought to spread luck and wealth, giving fortunate shoppers **Lei Si** ("lucky money") envelopes. Participating VIPs include Scarborough councillors as well as notable community leaders.

"This authentic celebration brings the Canadian-Chinese community together and is a beautiful way to not only carry on these traditions, but also educate the younger generations," Lee says. "STC's yearly event is a great way for all GTA residents to learn about Chinese culture *and* be entertained."

Chinese custom encourages guests to wear red clothing, symbolizing fire and good luck, to a Chinese New Year celebration. So, from 12 noon until 6 pm, visitors and shoppers can enjoy a free photo taken, printed and emailed with a Chinese New Year character (while quantities last). Happy Chinese New Year and Kung Hay Fat Choy!

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2013 CHINESE NEW YEAR EVENT SCHEDULE at SCARBOROUGH TOWN CENTRE Saturday, February 9 at Centre Court

12 PM

- Thunder Drums Opening Ceremony
- Eye Dotting Ceremony – Waking Up the Lions
- Choy Ching Ceremony – Feeding the Lions and Lion Dance
- Arrival of the God of Fortune – Chances to Win Prizes and Receive *Lei Si* Lucky Money

2 PM

- Thunder Drums
- Folk Dance
- Arrival of the God of Fortune
- Chinese New Year Food Contest – Chances to Win Prizes
- Lion Dance – Come Dance with the Lions

4 PM

- Thunder Drums
- Tai Chi Dance
- Arrival of the God of Fortune
- Wishing the Best for the Year of the Snake
- Farewell to 2012 Year of the Dragon Dance
- Wheel of Fortune – Not 1, not 2, but 3 Chances to Win Prizes!

12 PM to 6 PM

FREE YEAR OF THE SNAKE PHOTOS (beside Centre Court)

Photo taken with Chinese New Year character*

(*While quantities last)

.For more information, please visit www.scarboroughtowncentre.com.

About Scarborough Town Centre: An inviting community hub with remarkable esthetics and a dynamic retail mix, Scarborough Town Centre (STC) is the largest shopping centre in Toronto's east end. Located at Hwy 401, between Brimley Road and McCowan Road, Scarborough Town Centre is open Monday to Friday 10 am to 9 pm; Saturday 9:30 am to 9 pm; Sunday 11 am to 7 pm. STC currently offers 250 stores and services, three anchor retailers and nine restaurants on 1.4-million sq.ft.

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Below: Traditional Chinese Lion Dance



Below: Toronto Police Chief William Blair participates in Choy Ching (Feeding the Lions) Jan '12



Above: God of Fortune



Above: Thunder Drums

*For high-res images and accreditation, please contact Budman and Associates at mail@budmanpr.com or 516-515-7667.