

SCARBOROUGH TOWN CENTRE

FOR IMMEDIATE RELEASE

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CELEBRATE CHINESE NEW YEAR AT SCARBOROUGH TOWN CENTRE

Saturday, January 25, 2014, Noon – 6 pm

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



TORONTO, ON, January 17, 2014: Scarborough Town Centre (STC) invites the community to welcome the **2014 Chinese New Year** on **Saturday, January 25, 2014** at Centre Court. This is the **Year of the Horse**, one of the most powerful of the 12 zodiac creatures. Scarborough Town Centre's Chinese New Year celebrations, one of the most popular events of its kind in the GTA, features a lineup of **cultural activities** and **traditional performances** with three show times at **noon, 2 pm, and 4 pm**.

"As we bid farewell to 2013's Year of the Snake, we welcome in the Year of the Horse with our annual grand celebration and a one-of-a-kind balloon art installation," says **Jai Lee, marketing director, Scarborough Town Centre**. "The traditional ceremonies and performances are entertaining for all visitors and also bring the Canadian-Chinese community together for time-honoured traditions." The 35-foot tall balloon art installation features 3500 balloons and took 81 hours to complete.

Hosted in Cantonese, Mandarin and English, highlights of this free, interactive and educational event include ceremonial **thunder drums**, the crowd-pleasing **lion dance parade** by the prestigious Wushu International College of Canada, and **artistic performances of a variety of traditional Chinese folk dances and martial arts demonstrations** as well as **games, contests and prizes**. Chinese New Year, also known as **Lunar New Year** or **Spring Festival**, 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.

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

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2014 CHINESE NEW YEAR EVENT SCHEDULE at SCARBOROUGH TOWN CENTRE Saturday, January 25, 2014

NOON

- Thunder Drums Opening Ceremony
- Eye Dotting Ceremony – Waking Up the Lions
- Choy Ching Ceremony – Feeding the Lions and Lion Dance
- Arrival of the Heavenly Goddesses – Folk Dance
- Arrival of the God of Fortune

2 PM

- Thunder Drums
- Celebrate the Spring Festival – Folk Dance
- Lion Dance – Children Invited to Dance with the Lion
- Divine Martial Arts Performance
- Fun with the God of Fortune – Chances to Win Prizes!

4 PM

- Thunder Drums
- Welcome the Year of the Horse – Folk Dance
- The Divine Northern and Southern Lion Dance
- Spin for Your Fortune – Chances to Win Prizes!
- Blessings From the God of Fortune – Chances to Receive Lei Si Lucky Money

NOON to 6 PM

FREE YEAR OF THE HORSE PHOTOS (beside Centre Court)

Photos taken on a green screen in celebration of the Chinese New Year*

(*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.

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Below: Traditional Chinese Lion Dance



Below: God of Fortune and City Councillor Glenn De Baeremaeker



Above: Traditional Chinese folk dances

Above: Thunder Drums

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