

SCARBOROUGH --- TOWN CENTRE

PRESS RELEASE

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CELEBRATE CHINESE NEW YEAR AT SCARBOROUGH TOWN CENTRE JANUARY 21 and 22

Ring in the Year of the Dragon with Cultural Performances and Family Fun



Toronto–Scarborough Town Centre invites families and the community to ring in **Chinese New Year 2012** with celebrations **January 21 and 22** in Centre Court. This is the **Year of the Dragon**, an enthusiastic and fun-loving sign. The annual Chinese New Year event at Scarborough Town Centre offers a lineup of **cultural activities** and **traditional performances**, and is one of the most popular festivities of its kind in the GTA.

"Scarborough Town Centre is delighted to host another Chinese New Year event in our dynamic, renovated Centre Court," says Jai Lee, marketing director, Scarborough Town Centre. "Our celebration incorporates Chinese traditions with colourful, high-energy performances to deliver an experience the whole family can enjoy."

Hosted in both Chinese and English, highlights of this free educational event include **interactive games**, the crowd-pleasing **lion dance parade**, **thunder drums** and a **traditional eye-dotting ceremony**. And Chinese New Year wouldn't be complete without a visit from the **God of Fortune**, thought to spread luck and wealth. He will be wandering throughout the Centre, giving fortunate shoppers **Li Si** ("lucky money") envelopes. Participating VIPs include Scarborough councillors as well as notable community members.

Red, symbolizing fire, is the colour of Chinese New Year. Chinese custom encourages participants to wear red clothing and to treat themselves and their loved ones to new red items, all as a token of luck in the new year. So, come out to help us celebrate and wear something red. Happy Chinese New Year and Gung Hay Fat Choy!

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CHINESE NEW YEAR EVENT SCHEDULE at SCARBOROUGH TOWN CENTRE JANUARY 21 and 22

Saturday, January 21

11 am

- Thunder Drums
- Eye-dotting Ceremony – Waking up the Lions
- Choy Ching Ceremony – Feeding the Lions
- Southern Lion Dance
- Arrival of the God of Fortune

2 pm

- Thunder Drums
- Northern Lion Dance
- Chinese Folk Dance
- Arrival of the God of Fortune
- Fun & Games with Chinese New Year Traditions

4 pm

- Thunder Drums
- Dragon meeting the Lion
- Martial Arts Demonstration
- Arrival of the God of Fortune
- Fun & Games with Chinese New Year Traditions

Sunday, January 22

2 pm

- Thunder Drums
- Arrival of the God of Fortune
- Fun & Games with Chinese New Year Traditions
- Southern Lion Dance
- Chinese Folk Dance

4 pm

- Thunder Drums
- Martial Arts Demonstration
- Dragon Dance
- Arrival of the God of Fortune
- Fun & Games with Chinese New Year Traditions

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, STC is open Monday to Friday, 10 am to 9 p.m.; Saturday, 9:30 am to 7 pm; Sunday, 11 am to 6 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 Drummers



Below: Dancers



Above: The God of Fortune



Above: Crowds Gather at Centre Court

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