

FOR IMMEDIATE RELEASE:

Year of the Tiger Celebration at Austin's Chinatown Center

Austin, Texas; January 19, 2010 -- The only way to celebrate Chinese New Year in Austin is at Austin's first and only Chinatown Center! The annual celebration in North Austin carries on for two days showcasing Austin's very own incredible talents and a grand time for the entire family, sponsored by Tan International Group, Central Texas McDonald's, MT Supermarket and Fortune Austin. The free public festival kicks off on Saturday, February 20, 2010 at 11am and carries into the afternoon concluding with an Asian fashion show; the fun continues again at 11am on Sunday, February 21. On Sunday at Noon, the Texas Dragon and Lion Dance Team and Summitt Dragon Dance will celebrate with firecrackers at the Chinatown Center pagoda.

Kiwi the Clown is back by popular demand at the Kids Area, with a rock-climbing wall provided by Portable Adrenaline for kids of all ages. Watch for a special appearance by Ronald McDonald and former Miss Asian American Texas, Allyn Hoang. Free parking is available and is on a first-come, first-serve basis so carpooling is encouraged. Admission to the festival and all performances are free but some activities in the Kids Area and vendor area this year will have their own fees so bringing cash is recommended.

Chinatown Center boasts over 180,000 square feet of retail space featuring a true Asian experience with a wide range of authentic restaurants, stores and the largest Central Texas Asian supermarket, MT Supermarket. Fortune Austin has over 9,000 square feet of banquet space, perfect for special events, galas and wedding receptions – plus serves Dim Sum 7 days a week (www.fortuneaustin.com)! All retail stores and ten unique restaurants in the Chinatown Center will be open all weekend during their normal business hours. Chinatown Center is located at 10901 N. Lamar Blvd. at the intersection of N. Lamar and Kramer.

If you have not made your way to Chinatown Center yet, Chinese New Year's is the best time to start. This is the place to be, where the Austin community and Asian culture collide for the perfect affair of authentic entertainment, food, tradition and excitement. There is simply no better way to celebrate The Year of the Tiger, the third of the twelve-year Chinese zodiac cycle.

The full entertainment schedule can be found on Chinatown Center's website at <http://www.ChinatownAustin.com/events>. For more information, please call (512) 380-9688.

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