



## **NEWS RELEASE**

### **Witness Marriage of East and West this Weekend at the 9<sup>th</sup> annual Toronto Chinatown Festival**

August 22, 2009, Toronto - Multiculturalism is much celebrated in the City of Toronto. Rooted for over a hundred years, Toronto Chinatown at Spadina and Dundas has been the East-meets-West hub. The marriage between cultures does not only sound exciting but also visually stunning for those who come to the Opening Ceremony of the 9<sup>th</sup> Toronto Chinatown Festival today. A stage play of an ancient Chinese royal wedding ceremony will officially kick off the annual Chinatown Festival. Haibao, the mascot of 2010 Shanghai Expo, will make its Toronto debut, courtesy of the China National Tourist Office in Toronto.

The Chinatown streets at Spadina and Dundas will be closed for pedestrians during festival hours on August 22 between 12 noon and 8 p.m. and on August 23 between 12 noon and 6 p.m. The event anticipates over 100,000 people. For more information about the Festival, please visit [www.chinatownbia.com/festival.htm](http://www.chinatownbia.com/festival.htm) or call Chinatown Business Improvement Area at 416-260-9800.

“Toronto Chinatown Festival is a summer destination for everyone to taste the best of regional cuisines and open their eyes to folk culture performances,” said Ralph Hui, the Festival Chair. “It is where East marries West, where all visitors can experience the multi-faceted Chinese arts and culture in their essences.”

The multitude of folk culture performances comprises a magnificent parade of colourful wedding costumes from Asia, including 6 ancient Chinese dynasties and traditional costumes of Korean, Japanese, and Indian weddings. The drum troupe show and songs by Chao Chow Association of Canada, authentic Shaolin kung-fu shows by Dragon Century, and Chinese folk dances by Chinese Dance Club will exhilarate the audiences.

Besides the hustling streets, elaborate Miao costumes from a China ethnic group in Guizhou will be showcased in Shiu Pong Group's Dragon City Mall at Spadina and Dundas, along with quiz with prizes sponsored by China National Tourist Office. Popular Chinese ping-pong competition will take the stage of Chinatown Centre located at Spadina and Sullivan.

Close to 80 food and merchandise booths will crowd the streets, making the Toronto Chinatown Festival the ultimate destination this weekend for food, entertainment and shopping. Visitors may enter a contest draw for an 8-day Shanghai tour for two, which includes meals and 5-star hotel accommodation.

Sponsors of this year's Festival include: Shiu Pong Group's Dragon City Mall, BMO Bank of Montreal, Chinatown Centre, World Journal, China National Tourist Office, CIBC, Scotiabank, TD Canada Trust, Bright Pearl Seafood Restaurant, Furama Cake & Desserts Garden, Global Trade Promotions, Imomonet, King's Noodle Restaurant, On Care Pharmacy, Pizza Pizza, Toronto Transit Commission, Toronto Chinese Business Association, Jacco Tours, Chinese Students' Association @ Ryerson, and Leego Tours.

Media partners include: A1 Chinese Radio, Asian Wave Magazine, CCUE Chinese Media Inc., Fairchild Radio, Fairchild Television, Ming Pao Daily News, Sing Tao Newspapers, Talentvision, Thoi Bao, and Toronto Star.

The Toronto Chinatown Festival is organized by Chinatown Business Improvement Area (CBIA), a partnership of 10 non-profit associations with the objective to improving the economic life and community vitality of the Downtown Chinatown community:

- *Chao Chow Association of Canada*
- *Community Crime Awareness Association*
- *Lung Kong Tin Yee Association*
- *Ontario Chinese Restaurant and Food Services Association*
- *Scadding Court Community Centre*
- *Toronto Chinatown Community Development Association*
- *Toronto Chinese Business Association*
- *Toronto Chinese Community Services Association*
- *Toronto Flying Tiger Sport Association*
- *Vietnamese, Cambodian, Laotian Community Services Association*