



FOR IMMEDIATE RELEASE  
December 12, 2007

Contact:  
Joyce Shimazu at 310-478-1818 or [jshimazu@la18.tv](mailto:jshimazu@la18.tv)  
Grace Kong at 213-617-0396 or [admin@lachinesechamber.org](mailto:admin@lachinesechamber.org)

## **LA 18 AND THE CHINESE CHAMBER OF COMMERCE HOST THE PREMIERE CULTURAL EVENT OF THE SEASON**

*Los Angeles, CA* – In a remarkable collaboration, **LA 18 KSCI-TV**, Southern California's #1 Asian TV station, joins the Los Angeles **Chinese Chamber of Commerce** in its **109<sup>th</sup> Golden Dragon Parade and Festival** to herald the 2008 Lunar New Year.

This partnership signals the Chamber's endeavor to engage greater pan-Asian community participation in Chinatown's Lunar New Year festivities. Established 30 years in serving the Asian American community, LA 18 lends its media and marketing expertise to the Chamber's revitalization efforts in Chinatown by bringing together pan-Asian communities.

With over 100,000 individuals lining the parade route every year, the Golden Dragon Parade is the premiere cultural event in Southern California's Asian American community. LA 18 will broadcast a Lunar New Year Special, hosted by popular LA 18 talent, providing parade and festival highlights.

The Golden Dragon Parade, scheduled on Saturday, February 9, features a magnificent procession of floats, marching bands, Asian American stars and entertainers, government officials, dignitaries, and cultural groups. Celebrating the Year of the Rat, **Mickey Mouse** kicks off the Parade as Grand Marshal. The two-day family-oriented Festival, February 9 and 10, offers an impressive array of food, entertainment, prizes, and games.

Adding to the excitement, this year's festivities will include attractions celebrating the upcoming 2008 Beijing Olympics. As a result of the Chamber's far reaching network, the parade is likely to feature Olympic-themed floats and diversions direct from China.

Celebrating the most anticipated Asian holiday of the year, the Golden Dragon Parade and Festival presents a prime opportunity to marketers seeking to establish bonds and optimize reach in the influential Asian American community. Sponsorship opportunity details are available upon request.

### **About LA 18 KSCI-TV**

Founded in 1976, LA 18 is Southern California's #1 Asian-language TV station bringing news and entertainment, in 13 languages, to the largest U.S. Asian market - composed of over

2.5 million Asian consumers. LA 18 airs daily local news in Mandarin, Korean, and Vietnamese and produces daily variety shows in Mandarin and Tagalog. LA 18's over-the-air signal covers 6.2 million TV households in the Los Angeles and San Diego television markets. LA 18 is also carried by cable systems, DirecTV and DISH Network in the L.A. DMA. LA 18 and its sister station KIKU-TV Honolulu are represented nationally by Petry Media Corporation. For more information, please visit <http://www.LA18.tv>

**About Chinese Chamber of Commerce of Los Angeles**

The mission of the Chinese Chamber of Commerce is to promote and encourage the development of the Chinese-American business community throughout the Greater Los Angeles area. The chamber carries strong influence on key legislative and regulatory issues affecting the Chinese American owned businesses and their communities; serves as an advocate of the Chinese business community; provides a forum for dialogue between the Chinese-American and Greater Los Angeles business communities; promotes cultural awareness to improve interethnic relations by organizing events. For more information, please visit <http://www.lachinesechamber.org>