



TO: Asian Pacific American (APA) Community Leadership; APA Community Media; Major Media; Corporate; Governmental, Political and Student Outreach Distribution Lists
(Midwest Regional)

FROM: Irene Cualoping, Chair, Media Committee, AACC 2009 Lunar New Year Celebration

FOR: Asian American Coalition of Chicago/2009 Chair **Kay Kijwa Rho**

The Asian American Coalition of Chicago will host a PRESS AVAILABILITY on TUESDAY, December 9, 2008 at the Korean American Association of Chicago, 5941 North Lincoln Avenue, Chicago, Illinois from 7 p.m. – 7:30 p.m. Media planning to attend should RSVP to info@enericom.net or (312) 635-0888.

TICKET SALES NOW OPEN

An important and popular star-studded event for the Asian Pacific American community and friends of the Asian Pacific American community, each year this event attracts an attendance of well over 1,000 people. The gala is usually sold-out. Ticket sales began in October, and tickets are available on a first-come, first-served basis. Early purchase is recommended. Ticket

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ASIAN LUNAR NEW YEAR 1/24/09

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purchase information appears on the website www.aacchicago.org, which will be periodically updated with program planning details, meeting schedule, forms and announcements.

An event held on this grand of a scale only once a year, Lunar New Year is the largest annual celebration of its type here in the Midwest. Every year a different Asian community takes turn playing host of the Lunar New Year gala. This year it is the Korean American Community, which has thrice before (in 1985, 1993, and 2001) held the gavel for the community's most important event of the year. The Korean American Association of Chicago is providing the leadership this year.

*"We are honored to host the Annual Lunar New Year Celebration once again," said **Kay Kihwa Rho**, 2009 Chair of the Asian American Coalition of Chicago. "The Korean American community welcomes everyone to share in the planning process. In addition to the Coalition's empowerment goals, we want everyone to enjoy a colorful, fun, entertaining and memorable evening."*

The Asian American Coalition of Chicago, which sponsors both the annual Lunar New Year Celebration and the weeklong Asian American Festival at Chicago's Richard J. Daley Plaza, celebrates approximately 16 different cultures. Over the years, the Coalition has included representatives of the Bangladeshi, Burmese, Cambodian, Chinese, Filipino, Indian, Indonesia, Japanese, Korean, Laotian, Malaysian, Nepalese, Pakistani, Sri Lankan, Thai and Vietnamese communities.

According to the latest Census, the Asian Pacific American population in Illinois numbers approximately 428,213, or 3.4% of the statewide population. Numerous dignitaries traditionally attend the festivities, including the Asian consular corps, elected and appointed governmental officials, political candidates, top business and corporate leaders, decision-makers at Chicago's major media press outlets, and everyone who considers himself or herself a mover and shaker in and around, or for, the Asian Pacific American national movement.

This gala event is made possible through the generosity of major sponsorships. The Coalition is pleased to again welcome **American Family Insurance** as a presenting sponsor of the 2009 Gala.

SPONSORSHIPS

Sponsorship rates and packages are priced as follows: \$25,000.00 and Up: *Presenting Sponsor*; \$10,000.00 *Global Sponsor*; \$7,000.00 *Pan-Asian Sponsor*; \$5,000.00 *Continental Sponsor*; \$3,000.00 *Community Sponsor* and \$1,200.00 *Coalition Sponsor*. To inquire about or to reserve sponsorships, please contact info@aacchicago.org.

TICKETS

Tickets are available at **\$800.00 per table of ten**. They are being distributed through community outlets as well as directly from the Coalition. They are first funded, first seated.

ADVERTISEMENTS

Advertisement space reservations in the Souvenir Program Book in the Coalition Friend Category are available at \$500.00 for a full page (size 8-1/2 x 11 inches) and \$300.00 for a half page (size 8-1/2 x 5-1/2 inches.) The discounted rate for not for profits is \$300.00 for a full page (size 8-1/2 x 11 inches). Please check insertion form for live area. Checks, insertion orders, and camera-

(MORE)

ASIAN LUNAR NEW YEAR 1/24/09
- - ADD TWO

ready black and white artwork creative for 2009 ads are due **December 23, 2008** (*extended from previously announced date of December 12, 2008*). Ads should also be funded by that deadline in order to run.

CHECKS

All checks should be made payable to: **Asian American Coalition of Chicago.**

CALENDAR OF MEETINGS

The AACC 2009 Planning Committee is scheduled to meet monthly on Tuesdays, at the Korean American Association of Chicago, 5941 North Lincoln Avenue, Chicago, Illinois (60659) from 6:30 p.m. – 9:30 p.m. Those interested in being on the AACC meeting notice e-list should please e-mail info@aacchicago.org with name, affiliation, phone number and e-mail address, stating "SUBSCRIBE" in the subject line. The remaining meetings are scheduled for **Tuesday, December 9, 2008 and January 13, 2009.**

AACC... WHO WE ARE

According to the latest Census, the Asian Pacific American population in Illinois numbers approximately 428,213, or 3.4% of the statewide population. Approximately 71,469 Asian Pacific Americans reside in DuPage County, comprising 7.9% of DuPage County's population, with the bulk of the other 242,731 residents of Cook County, comprising 4.8% of Cook County's population. The 2000 Census shows that Asian Pacific Americans reside in Chicago in communities including West Rogers Park, Albany Park, Uptown, Armour Square and Bridgeport, and in suburban Cook County in communities including Schaumburg, Hoffman Estates and Skokie.

FOR MORE INFORMATION

Tickets, sponsor, ad and general inquiries should be directed to **info@aacchicago.org (e-mail preferred)**; or call (847) 830-6791 or (847) 226-4881 during business hours.

MEDIA

ENERI Communications again has been named the agency of record for this year's Lunar New Year Celebration, and has received the assignment to coordinate media relations, TV station/ media company participation and celebrity presenters. **All media requests may be directed to ENERI Communications at info@enericom.net or (312) 635-0888.** All media must be credentialed ahead of time in order to cover the event.

- 30 -

2009 ASIAN AMERICAN COALITION OF CHICAGO
26th ANNUAL LUNAR NEW YEAR CELEBRATION

AACC '09 Mailing Address: 5941 North Lincoln Avenue, Chicago, Illinois 60659
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web site: www.aacchicago.org

FOR: 2009 Asian American Coalition of Chicago Planning Committee

THE AACC 2009 HOST COMMITTEE

Kay Kihwa Rho, Chair
Alice Cha, Secretary
Dae Lee, Treasurer

Committee Chairs

Paul Park, Awards
Young Han and HyungRan Shim, Decorations
Sang Shin, Exhibition
Nancy Kim, Hospitality and Raffle
Irene Cualoping, Media
Cynthia Park, Open Microphone
Billy Huh, Outreach
Wang Ki Kim, Program
Kathy Lee, Publications
Cynthia Park and Monica Lee, Sponsorship
Linda Wang, Tickets
Susan Shin, VIP's
Nancy Kim, Volunteers
Tim Ahn, Technology

MEDIA CONTACT

Irene Cualoping, JD (ENERI / Rieny)
Managing Partner
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