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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 2011 Lunar New Year Celebration

FOR: Asian American Coalition of Chicago

**ASIAN AMERICAN COALITION OF CHICAGO
HOSTS 28th ANNUAL LUNAR NEW YEAR CELEBRATION
SATURDAY FEBRUARY 26TH AT HYATT REGENCY O'HARE**

"ONE VISION, MANY VOICES"

FOR IMMEDIATE RELEASE CONTACT: GENERAL: Prem Lalvani (630) 739-7089

January 26, 2011

MEDIA: info@enericom.net or (312) 635-0888

TICKETS: M.Bhaskaran

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CHICAGO, IL - - The **Asian American Coalition of Chicago** hosts its **28th Annual Lunar New Year Celebration**, "One Vision, Many Voices" on **Saturday, February 26, 2011** at the **Hyatt Regency O'Hare, 9300 West Bryn Mawr Avenue in Rosemont**. Reception, open microphone and exhibits begin at 5 p.m.; opening ceremonies are at 6:30 p.m., followed by dinner, entertainment, cultural program and awards ceremonies until approximately 10 p.m.

Ticket sales are now open for this popular star-studded event, which attracts over 1,100 people and is usually sold-out. Tickets are available on a first-come, first-served basis. Purchase information appears below and on the website **www.aacchicago.org**.

Every year a different Asian community takes turn playing host of the Lunar New Year gala. This year it is the **Indian American Community**, which has thrice before (1988, 1995 and 2003) held the gavel for the Asian Pacific American community's most important event of the year.

"This is the 28th Annual Asian American Coalition of Chicago Lunar New Year Celebration. The Indian American Community is honored to host this Gala once again, and I am humbled to serve as Chair," said Nadja P. Lalvani, 2011 Chair of the 28th Annual Asian American Coalition of Chicago Lunar New Year Celebration.

"This is a great opportunity for me to give back to the community that I've grown up in, and that has supported me," she continued. My vision is to build an even stronger Coalition among all the Asian American community. This is an opportunity for us to showcase the diversity and the unique characteristics of the Asian American community - in a big way, and to bring our community together. And as our theme says, it's "one vision, with many voices," said Lalvani.

An event held on this grand of a scale only once a year, Lunar New Year is traditionally the single largest organized annual event in Chicago's Asian American community. According to the latest Census, the Asian Pacific American population in Illinois numbers approximately 428,213, or 3.4% of the statewide population.

(MORE)

ASIAN AMERICAN COALITION 28th ANNUAL LUNAR NEW YEAR CELEBRATION -- ADD ONE

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.

AWARDS

The Coalition plans to award its 2011 Community Service Awards, its Youth Who Excels Awards, its prestigious Pan Asian American Ping Tom Memorial Award - its highest award, and its Grand Asian American Sandra Otaka Memorial Award that evening.

The Coalition renamed its Pan Asian Award in 1996 after the late legendary Chicago civic leader Ping Tom. Ping Tom was also one of the original founders of the Asian American Coalition. The Grand Asian Award is traditionally given to a non-Asian Friend of the Asian American community. The Coalition renamed its Grand Asian Award in 2010 after the late Cook County Circuit Court Judge Sandra Otaka.

TICKETS

For ticket reservations, please contact M. Bhaskaran at m_bhaskaran@hotmail.com or (630) 217-6190. Advance purchase is required. Tickets are \$750 per table of ten. They are being distributed through community outlets as well as directly from the Coalition. They are **first funded, first seated**.

CHECKS

All checks should be made payable to **AACC**.

SPONSORSHIPS

Sponsorship rates and packages are priced as follows: \$10,000 Global Sponsor; \$5,000 Pan-Asian Sponsor; \$3,000 Community Sponsor and \$1,500 Coalition Sponsor. To inquire about or to reserve sponsorships, please contact aacc2011@aacchicago.org.

ADVERTISEMENTS

In addition, advertisement space reservations in the Souvenir Program Book are available at \$525 for a full page (size 8-1/2" x 11") and \$325 for a half-page (8-1/2" x 5-1/2"). Non-profit full-page ads (8-1/2" x 11") are available at a discounted rate of \$325. Checks, insertion orders, and camera-ready black and white artwork creative for 2011 ads are due no later than **January 31, 2011. Ads must be funded by the deadline in order to run.**

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 262,731 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.

(MORE)

ASIAN AMERICAN COALITION 28th ANNUAL LUNAR NEW YEAR CELEBRATION
-- ADD TWO

FOR MORE INFORMATION

Sponsor, ad and general inquiries should be directed to aacc2011@aacchicago.org (e-mail preferred).

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, celebrity presenters and press credentials. All media requests may be directed to ENERI Communications at info@enericom.net or (312) 635-0888.

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2011 ASIAN AMERICAN COALITION OF CHICAGO
28th ANNUAL LUNAR NEW YEAR CELEBRATION

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FOR: 2011 Asian American Coalition of Chicago
Planning Committee

THE AACC 2011 HOST COMMITTEE

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Prem T. Lalvani, Chair, Board of Directors
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