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

FROM: Irene Cualoping, Chair, Media Committee, AACC 2012 Lunar New Year Celebration

FOR: Asian American Coalition of Chicago

**ASIAN AMERICAN COALITION OF CHICAGO
HOSTS 29th ANNUAL LUNAR NEW YEAR CELEBRATION
SATURDAY FEBRUARY 25TH AT HYATT REGENCY O'HARE**

"IT'S TIME....."

**FOR IMMEDIATE RELEASE
November 4, 2011**

CONTACT: GENERAL: info@aacchicago.org
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(312) 635-0888
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(e-mail preferred)

CHICAGO, IL - - The **Asian American Coalition of Chicago** is pleased to announce it will host its **29th Annual Lunar New Year Celebration, "IT'S TIME....."** on **Saturday, February 25, 2012** at the **Hyatt Regency O'Hare, 9300 West Bryn Mawr Avenue in Rosemont**. Cocktail reception begins and silent auction and exhibits open at 5:30 p.m.; opening ceremonies are at 6:30 p.m., followed by dinner, entertainment and awards ceremonies until approximately 10 p.m.

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 2010 Census, the Asian Pacific American population in Illinois numbers approximately 586,934, or 4.6% of the statewide population. Ticket sales open **Tuesday, November 22, 2011** for this popular event, which usually attracts over 1,000 people. Tickets will be available on a first-come, first-seated basis. Purchase information will be updated 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 Thai American Community, which has thrice before (1988, 1996 and 2004) held the gavel for the Asian Pacific American community's most important event of the year. The Thai American Association of Illinois (TAAI) holds the leadership honors.

"The Thai American Association of Illinois is proud to be hosting the 29th Annual Asian American Coalition of Chicago Lunar New Year Celebration for the fourth time," said Vallapa Kongsri, 2012 Chair of the Asian American Coalition of Chicago, and current President of the Thai American Association of Illinois (TAAI). *"We invite everyone in the community and friends of the Asian Pacific American community, to join in helping make this year's Celebration the best ever,"* she said.

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 and on-air talent at Chicago's major media press outlets, and everyone

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ASIAN AMERICAN COALITION 29th ANNUAL LUNAR NEW YEAR CELEBRATION

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who considers himself or herself a mover and shaker in and around, or for, the Asian Pacific American national movement.

"Some 50 years ago, a group of Thai immigrants consisting of students, scholars, physicians, nurses and others came to Illinois together to express a sense of belonging – these were immigrants who wanted to be with friends and family in a common culture," reflected Arun Sampanthavivat, 2012 AACC Lunar New Year Co-Chair, (and Chef/Owner, Arun's Thai Restaurant in Chicago.)

"To gain approval from all members, they designated December 5th, His Majesty King Bhumipol's birthday, as the day they would host an annual celebration. The Thai American Association of Illinois was established for this purpose. The new organization quickly saw a larger purpose in the needs of the Thai community. TAAI became a service organization for Thai residents in Illinois and elsewhere. Soon enough, TAAI found itself associates with other Asian communities and the American public at large." said Sampanthavivat.

"Asian Pacific Americans have contributed tremendously to this country. Economically, we are stronger, but politically, we only have begun to feel a new sense of consciousness. Yes, we are increasingly visible – and being visible is a key to making ourselves stronger politically. The Lunar New Year Celebration makes us visible like nothing else can. It's time..... " said Sampanthavivat.

AWARDS

The Coalition plans to award its 2012 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 **Tippi Lee** at tickets@aacchicago.org . Advance purchase is required. **Tickets are \$800 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 / SILENT AUCTION DONATIONS

Sponsorship rates and packages are priced as follows: \$25,000 Presenting Sponsor; \$10,000 Global Sponsor; \$7,000 Pan-Asian Sponsor; \$5,000 Continental Sponsor; \$3,000 Community Sponsor and \$1,500 Coalition Sponsor. To inquire about or to reserve sponsorships, and/or to donate items towards the Silent Auction, please contact info@aacchicago.org .

ADVERTISEMENTS

In addition, advertisement space reservations in the Souvenir Program Book are available at \$500 for a full page (size 8-1/2" x 11") and \$300 for a half-page (8-1/2" x 5-1/2"). Non-profit full-

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ASIAN AMERICAN COALITION 29th ANNUAL LUNAR NEW YEAR CELEBRATION
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page ads (8-1/2" x 11") are available at a discounted rate of \$300. Checks, insertion orders, and camera-ready black and white artwork creative for 2012 ads are due no later than **December 30, 2011. Ads must be funded by the deadline in order to run.**

AACC... WHO WE ARE

According to the 2010 U.S. Census, the Asian Pacific American population in Illinois numbers approximately 586,934, or 4.6% of the statewide population. Approximately 92,304 Asian Pacific Americans reside in DuPage County, comprising 10.1% of DuPage County's population, with the bulk of the other 322,672 residents of Cook County, comprising 6.2% of Cook County's population. The 2010 Census shows that Asian Pacific Americans reside in Chicago in communities including West Rogers Park, Albany Park, Uptown, Armour Square and Bridgeport; in suburban Cook County in communities including Schaumburg, Hoffman Estates, Skokie, Niles and Morton Grove; and in suburban DuPage County in communities like Oak Brook and Naperville.

In the past 10 years, the Asian population in Illinois jumped 38.6 percent. In the Northwest suburbs, Asians now make up 12.7 percent of the population. They make up 10.1 percent of the population in DuPage County, and 6.3 percent of the population in Lake County. These are the 10 Illinois suburbs with the biggest percentage Asian population: South Barrington: 26.6%; Oak Brook: 23.2%; Hoffman Estates: 22.7%; Glendale Heights: 22.1%; Schaumburg: 19.8%; Vernon Hills: 19.3%; Buffalo Grove: 16.0%; Hanover Park: 15.2%; Streamwood: 15.0% and Naperville: 14.9%. (Source: U.S. 2010 Census).

FOR MORE INFORMATION

Sponsor, ad, silent auction donation and general inquiries should be directed to info@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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2012 ASIAN AMERICAN COALITION OF CHICAGO
29th ANNUAL LUNAR NEW YEAR CELEBRATION

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FOR: 2012 Asian American Coalition of Chicago Planning Committee

THE AACC 2012 HOST COMMITTEE

Vallapa Kongsri, Chair
Arun Sampanthavivat, Co-Chair
Tippi Lee, Secretary/Tickets Chair
Surachai Moraras, Treasurer

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**ASIAN AMERICAN COALITION 29th ANNUAL LUNAR NEW YEAR CELEBRATION
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FOR MEDIA INQUIRIES ONLY, CONTACT:

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This release posted at: **www.aacchicago.org and www.enericom.net/blog**

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