

FOR IMMEDIATE RELEASE  
JANUARY 14, 2008

## Gong Hei Fat Choi!

### **Aberdeen Centre Celebrates the Year of the Rat** *Join us for spectacular Chinese New Year festivities!*

Get ready to celebrate the Chinese New Year of the Rat in a fun, cultural extravaganza of activities - a famous Aberdeen Centre tradition since 1989.

An one-of-a-kind shopping destination in Vancouver to ring in Chinese New Year on such a grand scale, Aberdeen Centre creates a unique cosmopolitan experience where East meets West in authentic style! So mark the 1<sup>st</sup> day of the 1<sup>st</sup> month of the Lunar Calendar for the beginning of the biggest, most joyful celebration of the year - when family and friends gather to share blessings of love, prosperity and good health.

#### **More than Décor!**

A dazzling display of custom made *zouma deng* –“lanterns of galloping horses” all the way from the ancient Chinese artisan city of Foshan will grace the Central Atrium. Suspended 30ft above ground, exquisite workmanship can be seen in the delicate carved frames, and in hand painted water lilies, peach blossoms, poetic phrases and skilled calligraphy on silk screens with tassels of gold and red cascading below. Adding to the illumination will be a huge 26ft Chinese God of Fortune lantern - attracting wealth and prosperity in the year ahead.

Outside on the Centre, visitors will be greeted by happy Chinese cartoon characters and positive messages in a brilliant display of colorful lights - just a hint of the fun to be had inside!

#### **Let's Celebrate!**

*Here are just some of the highlights:*

#### **Chinese New year Flower & Gift Fair 2008**

*February 1-7<sup>th</sup>, Mall Hours, 1/F Hallways*

Aberdeen 1/F hallways will be transformed into a fair with vendors offering Chinese New Year themed flowers, fresh plants such as Calmodin Oranges and Chinese Narcissus, unique gifts and confections (don't forget your Dragon's Beard Candies and Purdy's lucky pouches filled with delectable gold chocolate coins!)

#### **Countdown Night to the Year of the Rat**

*February 6<sup>th</sup> (Wed), 8:00pm-12:30am*

Join us as we say goodbye to the Year of the Pig and welcome the Rat in live stage shows, exciting performances, personality appearances, and specialty themed booths:

#### **Live Show with Fairchild Radio February 6<sup>th</sup>, 8pm-11pm, Central Atrium**

Enjoy the B.C. Zhong Yang Music & Arts Academy. East meets West in an orchestra of traditional Chinese and String instruments, live game shows and special dance performances.

#### **Live Countdown with Fairchild Television February 6<sup>th</sup>, 11pm-12:30am, Central Atrium**

Ring in the New Year with stage shows, fireworks, confetti, as you sing along to your favourite New Year songs - with special appearance by the Miss Chinese Vancouver Pageant winners.

**“Smile” with Chinese God of Fortune Bill McNulty!** *February 6<sup>th</sup>, 10pm-11:30pm, 1/F Hallway*

Take your photo-op with Richmond’s City Councillor as he is transformed into this figure of luck. Giveaways of *lai-see*, “lucky pockets” will be on hand for all.

**Wheel of Fortune Lucky Draw** *February 6<sup>th</sup>, 9pm-12am, 1/F Hallway*

Try your luck at the Wheel of Fortune draw booth. For a small donation of \$5, shoppers can spin the wheel to win fabulous prizes - with a total value of up to \$10,000! Available during evening of the Countdown only, with all proceeds to benefit a local non-profit organization in the community.

**Golden Dragon & Lion Dance** *February 7<sup>th</sup>, 11:30am-12:15pm Central Atrium*

Start the New Year on the right foot with the crowd pleasing Golden Dragon & Lion Dance. Richmond Mayor Malcom Brodie will be on hand to bring the 50ft dragon and lions to life in the traditional eye-dotting ceremony, and a spectacular firecracker show will delight at halftime!

**Pick the Green Ceremony** *February 7<sup>th</sup>, store to store, starting at 12:30pm*

Teams of lion dancers and drummers will travel from store to store on all 3 levels to spread luck and prosperity to merchants in this cultural and entertaining ceremony symbolizing harvest and wealth.

**The Celebration Continues!** *February 9<sup>th</sup>, 2pm onwards, Central Atrium*

Colorful dance shows by the Strathcona Chinese Dance Company and Vancouver Academy of Dance will brighten this third day of the Year of the Rat, with musical performances by the B.C. Chinese Music Association. Not to be missed!

**About Aberdeen Centre**

Aberdeen Centre is an award-winning lifestyle and shopping destination with over 150 stores and 380,000 sq ft of the latest fashions, furniture and lifestyle products, Asian herbs and teas – and a specialized marketplace offering fresh groceries and culinary ingredients. Its unique fusion of East meets West shopping, dining, entertainment and service amenities include; seven full-service restaurants, wireless internet access in a 800-seat food court, exciting weekly Arts and Cultural performances, as well as the only state-of-the-art musical fountain show in town. Everything you need for an enjoyable day - all in one convenient location, with ample free parking.

**Location**

4151 Hazelbridge Way, Richmond, British Columbia.

**Regular Mall Hours**

Mon-Wed 11am-7pm, Thurs-Sat 11am-9pm, Sun and Holidays 11am-7pm

**Countdown Night to Chinese New Year of the Rat**

Feb 6 (Wed) 11am – 12:30am

**For more information, please visit [www.aberdeencentre.com](http://www.aberdeencentre.com) or contact:**

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