



Asian American Coalition of Chicago

www.aacchicago.org
aacchicago2025@gmail.com

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FROM: AACC 2025 Lunar New Year Celebration Host Committee Leadership

FOR: Asian American Coalition of Chicago

**ASIAN AMERICAN COALITION OF CHICAGO
ANNOUNCES 42nd ANNUAL LUNAR NEW YEAR 4723 / 2025 CELEBRATION
EXTRAVAGANZA**

SATURDAY, FEBRUARY 22, 2025 AT HYATT REGENCY O'HARE

... ONE...

TICKET SALES OPEN WEDNESDAY, SEPTEMBER 18th

COMMUNITY LEADERS INVITED TO PARTICIPATE IN CALENDAR OF MEETINGS

**FOR IMMEDIATE RELEASE
July 17, 2024**

**CONTACT: GENERAL: aacchicago2025@gmail.com
MEDIA: info@enericom.net or (312) 635-0888**

CHICAGO, IL - - The Asian American Coalition of Chicago is pleased to announce that it will host its **42nd Annual Lunar New Year Celebration, "...ONE..." on Saturday, February 22, 2025 at the Hyatt Regency O'Hare, 9300 West Bryn Mawr Avenue in Rosemont, Illinois.** The black-tie gala is usually sold-out, attracting over 1,000 people.*

Guests will enjoy cocktails/exhibits; opening ceremonies, dinner, entertainment and an awards ceremony following. Ticket sales open **Wednesday, September 18, 2024** for this popular star-studded event. Tickets will be available on a **first-funded, first-seated** basis. Purchase information follows below and will appear on the website www.aaccchicago.org, which will be periodically updated with program planning details, meeting schedule, forms and announcements.

Every year a different Asian community takes turn playing host of the Lunar New Year gala. This year it is the **Indonesian American Community**, which has twice before (2006 and 2015) held the gavel for the Asian Pacific American community's most important event of the year.

(MORE)

* (Excludes years with world health challenges 2021-2022)

**42nd Annual Lunar New Year 4723 / 2025 Celebration Extravaganza
Hosted by the Indonesian American Community
February 22, 2025 Hyatt Regency O'Hare**



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42nd ANNUAL LUNAR NEW YEAR CELEBRATION
...ONE... 2025/4723
-- ADD ONE

"We are honored to host the Annual Lunar New Year Celebration once again," said Martino Tangkar, 2024-2025 President of the Asian American Coalition of Chicago. "The Indonesian American community is planning a colorful, exciting program, and welcomes all to our planning process."

An event held on this grand of a scale only once a year, Lunar New Year is traditionally the single largest organized annual event of its type in Chicago's Asian American community. According to the latest Census (2020), the Asian Pacific American population in Illinois numbers approximately 755,938, or .5.9% 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.

AWARDS

The Coalition plans to award the recipients of its 2025 Exemplary Community Service Awards, its Youth Who Excels Awards, and its prestigious Pan Asian American Ping Tom 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 Coalition's Grand Asian Award, the Sandra Otaka Memorial Award, is also periodically presented to a friend of the Asian Pacific American community of non-Asian descent.

CALENDAR OF MEETINGS / SUBSCRIPTION CALL FOR E-LIST

This year's calendar of meetings has been set as follows: The AACC 2025 Planning Committee is scheduled to meet **monthly on third Wednesdays from September 2024 – February 2025**. The **September 18, 2024** and **October 16, 2024** meetings will be held at Furama Restaurant 2828 South Wentworth Avenue, Chicago, Illinois. Furama Restaurant is a Venue Underwriter in part. These meetings will begin at 6 p.m. Pre-registration is required by a week prior, and a registration form is available upon request to aacchicago2025@gmail.com

Those interested in being on the AACC meeting notice e-list should please e-mail aacchicago2025@gmail.com with name, affiliation, phone number and preferred e-mail address, stating "SUBSCRIBE" in the subject line.

TICKETS

Ticket sales are usually brisk, and advance purchase is required. EARLY BIRD tickets are \$1,500 per table of ten before and on December 31, 2024. After December 31, 2024 they are \$2,000 per table of ten. No tickets will be sold at the door. They are **first funded, first seated**.

(MORE)

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-- ADD TWO

TICKETS

As in years past, a drawing will be held to determine the table placement selection order for everyone present with checks, when sales open **September 18, 2024** after the Planning Committee meeting.

CHECKS

All checks should be made payable to: **Asian American Coalition of Chicago 2025**. Please e-mail for Zelle instructions. Pre-payment is required to take advantage of sponsor benefits, such as tickets, exhibit tables, and advertising space.

SPONSORSHIPS

Sponsorship rates and packages are priced as follows: \$25,000.00 Presenting Sponsor; \$10,000 Global Sponsor; \$7,000.00 Pan Asian Sponsor; \$5,000 Continental Sponsor; \$3,000.00 Community Sponsor and \$1,500.00 Coalition Sponsor. The Coalition is also seeking additional venue underwriters and a Gift Bag Sponsor for Volunteers and Participants. To inquire about or to reserve sponsorships, please contact aacchicago2025@gmail.com.

ADVERTISEMENTS

In addition, advertisement space reservations in the Souvenir Program Book are available at \$500.00 for a full page (size 8-1/2" x 11"). Non-profit full-page ads (8-1/2" x 11") are available at a discounted rate of \$300.00. Checks, camera-ready color artwork creative for 2025 ads are due no later than **January 15, 2025; with the ad/insertion combined form to bind the space due prior by December 15, 2024.**

FOR MORE INFORMATION

Sponsor, ad and general inquiries should be directed to aacchicago2025@gmail.com (e-mail preferred).

MEDIA

ENERI Communications again has been named the **agency of record** for the 42nd 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.

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Note: If you wish to be removed from this list, just reply to aacchicago2025@gmail.com or info@enericom.net and state "remove" in the subject line.

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