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National Chinese Museum of Australia Inc. T/A

**GOLDEN DRAGON MUSEUM
YI YUAN GARDENS & GUAN YIN TEMPLE**

Dai Gum San

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MEDIA RELEASE

19 January 2023

Hop To It - the Year of the Rabbit

Lunar New Year starts 22 January and to celebrate Bendigo Chinese Association (BCA) in association with Golden Dragon Museum are putting on a night of free family entertainment at **Dai Gum San, 7.00pm, Saturday 21 January.**

This event features the exciting BCA Lion Team, the graceful BCA Plum Blossom Dance Team, and the power of the Hong Hong Kung Fu Club all supported by Indonesian and Indian cultural performances. A highlight of the evening will be the appearance of Fei Loong, who only comes out at Lunar New Year. Unusually for a Dragon, Fei Loong floats in the air.

BCA and Golden Dragon Museum are very pleased to continue their partnership with SBS as the Official Sponsor of this year's Lunar New Year celebrations.

SBS is Australia's most diverse broadcaster dedicated to celebrating diversity and inclusion. Their support is part of their commitment to a multicultural Australia including regional communities. This partnership is an important part of this year's Lunar New Year festivities.

Bookings are not required. Food and drinks will be available for purchase onsite from 6.30 p.m. as well as souvenirs at the Museum.

The Rabbit is one of the 12 animals in the year-long Chinese zodiac and is a symbol of caring and attention to details. Those born under this sign are seen as more likely to follow rules.

Quotes attributable to:

Doug Lougoon, President, Bendigo Chinese Association and Chair, Golden Dragon Museum:

'Lunar New Year celebrations are a major event across many parts of Asia as a time when families gather across generations to celebrate and wish each other well.'

Young children and younger unmarried relatives especially look forward to being handed the distinctive bright red envelopes (known as 紅包, hóngbāo) by their older relatives into which monetary gifts, 'lucky money' has been slipped in to start the New Year off on a happy and prosperous note.

The BCA mounts a number of public events each year, with Lunar New Year being especially family oriented and fun for everyone, no matter age or cultural background.

恭喜发财 gong xǐ fā cái !!

SBS Director of Audio and Language Content, David Hua said SBS was pleased to support Lunar New Year festivities across the country.

"SBS is proud to celebrate diversity and multiculturalism, so we are pleased to partner with the Bendigo Chinese Association and the Golden Dragon Museum to bring this vibrant event to life for the whole community to enjoy," he said.

"Not only will SBS be at events, but we also offer a line-up of distinctive content across the network including cultural explainers, music, movies, documentaries, culinary travel shows and teaching resources to name a few.

"You'll be able to find content in nine languages including Cantonese, English, Filipino, Indonesian, Japanese, Korean, Mandarin, Nepali and Vietnamese which showcases the huge diversity of this celebration."

Photo opportunity:

Members of the BCA Lion Team will be on **Dai Gum San forecourt, 10.00am, Friday 20 January.**

Doug Lougoon and Hugo Leschen will be available for interview.

Media inquiries: Hugo Leschen, Chief Executive Officer, Golden Dragon Museum

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OFFICIAL SPONSOR LUNAR NEW YEAR 2023

