



MEDIA RELEASE

DRAGONS, LIONS AND FIREWORKS TO LIGHT UP THE RIVERSIDE AT CROWN'S CHINESE NEW YEAR FESTIVAL

Crown's Chinese New Year Festival celebrates the Year of the Dragon

Melbourne, Australia. January 2012. Crown's Chinese New Year Festival and Riverside Hawker's Bazaar has become an annual tradition in Melbourne's Lunar New Year celebrations. Now in its tenth year, the festival has expanded its offering and still attracts over 100,000 visitors per day filling the Crown Riverside from Friday 27 January until Sunday 29 January from 11am until 11pm, daily. Admission is free.

This year a spectacular fireworks display will take place on Saturday 28 January from 10.45pm along the Yarra River in front of Crown. Fireworks are customary to Chinese New Year folklore as they are believed to ward off evil spirits.

To celebrate the Year of the Dragon, Crown Riverside will feature a series of activities and entertainment including cooking demonstrations, 45 food and market style stalls, a host of cultural activities, exhibitions and live entertainment including roving and interactive performances.

The Year of the Dragon is often described as the year of luck as the Chinese dragon means good fortune in health, wealth and living a long, prosperous life. Indulge all the senses and sample the traditional delicacies for the entire family including the traditional Prosperity Salad, the popular Durian ice-cream and the array of authentic Asian culinary delights that leave guests spoilt for choice.

Entertainment for the entire family across the weekend includes karaoke, an interactive petting zoo and traditional song and dance. Not to be missed is the spectacular dragon and lion processions which take place throughout the event starting at the Atrium and traversing the festival from Queensbridge Road through to Spencer Street. According to Chinese legend, the dragon is the ruler of the sky and water, and holds the highest position amongst all the animals, whilst the lions serve as its protector. The ceremonial dances serve to ward off evil spirits through the thunderous sound of loud drums and firecrackers.

Crown's Atrium will be transformed with an elaborate Chinese aerial structure, clustered with delicate spring flowers, lucky charms, firecrackers and stunning internally lit lanterns. To commemorate the Year of The Dragon, Crown has added to the Atrium decorative display, a 2 meter high, hand sculptured, brilliant gold Dragon suspended as a huge lucky charm amongst the gold branches and glorious spring flowers. The Chinese New Year Atrium Display featuring the Gold Dragon will run from 20 January - 5 February 2012.

For further information, including event and performance times, please visit www.crownmelbourne.com.au

What:	Crown's Chinese New Year Festival
Where:	Crown Riverside - spanning from Queensbridge Road through to Spencer Street
When:	Hawkers Bazaar - Friday 27 January until Sunday 29 January, from 11am until 11pm, daily Atrium display - Friday 20 January until Sunday 5 February 2012
Admission:	Free
Details:	www.crownmelbourne.com.au

For further information or media access for filming and photography please contact:

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Crown Riverside lanterns, Year of the Dragon, Fireworks, Master Chefs and traditional entertainment at Crown's Chinese New Year Festival 2012

