



# 華人工商大展

## ASIAN AMERICAN EXPO 2017

## FOR IMMEDIATE RELEASE

### 2017 ASIAN AMERICAN EXPO USHERS IN YEAR OF THE ROOSTER

**The Asian American Expo is back again at Fairplex for the 2017 Lunar New Year. As the largest Lunar New Year celebration in America, the 2017 Asian American Expo, celebrating its 36th year on Saturday, January 14th and Sunday, January 15th is back with a new and diverse lineup of exhibitors, sponsors, shows and activities.**

(GREATER LOS ANGELES - December 9th, 2016) Since 1982, the Asian American Expo was organized as a local community event founded to share a cultural heritage and to promote a better understanding among people of different backgrounds through a celebration of the Lunar New Year. This year's event is guaranteed to be even bigger and more expansive than last year's showing, featuring over 800 vendors in seven large exhibition halls, 2 unique food streets, and eight non-stop performing stages.

The Expo offers spectacular live traditional non-stop performances on eight stages throughout the show on both days. There are more than 45 different groups of entertainers and performers scheduled. Guests can experience Brazilian Samba, Spanish Flamenco, Chinese Acrobatics, Japanese Taiko, Thai, Korean traditional dances, cheerleading, drum craft, ballroom dancing, fashion runways and more. The Lion and Dragon dances are a must see for the Lunar New Year celebrations. Key activities to add to the expo bucket list are the annual Expo Eating Competition, Toyota Ride & Drive, Lucky Raffle Drawing and the Carnival Games Gallery.

Building on the global reach of the Asian American Expo – this year the China Image Pavilion is back again in bigger than before, highlighting the different types of new age products, traditional Chinese items and commercial goods. The China Image Pavilion will showcase expositions from the major Chinese cities of Shanghai, Fujian and ShanDong.

For 2017 the Asian American Expo includes two special components to its event the SILK Fashion Outlet, and Anime IMPULSE Convention. The SILK Show is a dedicated street wear closeout sale featuring top brands like Adidas, Supreme, Stussy and HUF. Anime IMPULSE is a new anime and video games lifestyle event with headlining acts featuring Chris Villain, Elizabeth Rage, Amethyst Leon, Phil Mizuno, Kelly Eden, D-Piddy and more!

For more information on 2017 Asian American Expo, please visit <http://AAexpo.com> for more information and direct any press inquiries to Gorden K. at [gorden@ccyp.com](mailto:gorden@ccyp.com)