

Chinese New Year 14th February 2010 – Year of the Tiger

specialists in ethnic marketing
indoormedia

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February 14th marks the celebration of Valentines Day and the start of The Year of the Tiger in the Chinese lunar calendar.

This issue brings you an insight into the history surrounding this event and a light-hearted look at some South East Asian customs.

Did you know that Indoor Media reaches up to 2.6 million unique users a month of which 100,000 are of South East Asian origin?



Chinese New Year and the Lunar Cycle

The date for Chinese New year changes as it is dependent on the lunar calendar, and can fall anywhere from late January to mid February. The lunar calendar dates from 2600 BC, when Emperor Huang Ti introduced the first cycle of the Chinese zodiac.

Year of the Tiger

If you were born in the years 1950,1962, 1974, 1986,1998 or 2010 then you were born in the Year of the Tiger. This zodiac sign is one of the most thoughtful and caring of the twelve, but protective of defending family and loved ones. Apparently 2010 for a person born in the Year of the Tiger will be a good year both professionally and personally – but remember to take this with a ‘pinch of salt’!



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新年快乐

Xin Nian Kuai Le

Happy New Year

How the Chinese New Year is celebrated

The festival often lasts 15 days with the first 3 days being a public holiday in China it is also the biggest festival of the year. Over one sixth of the world's population celebrate Chinese New Year although some of the customs vary. Red envelopes are passed around usually from the elders to the younger generations, which are filled with sweets or money, The colour red is used symbolically to frighten off evil monsters and is considered to be lucky. The colour gold is also used to symbolise wealth for the coming year.

Mah-jong Solitaire

The original Mah-jong is an ancient Chinese game played with 136, 144 or 152 tiles and usually played by 4 people. The aim of the games is to eliminate all the pieces from the board, by finding matching pairs on the various ends of the pyramid levels.

Test your skill and play a free game [click here](#).



You will be surprised to know how much we know about EMG's. To find out more call:

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Chinatown around the world

Chinatowns are present throughout the world in Asia, Europe, America and Australia. Chinatowns are a place for commerce and tourism and can range from slums to very up-market modern areas. The first to be built outside of Asia was in Honolulu, Hawaii. San Francisco's is the first and largest, in North America.

There are 5 main Chinatowns in Europe - London, Dublin, Manchester, Liverpool and Paris. Chinatown in Liverpool is home to the oldest Chinese community in Europe, dating back to the early 20th Century. The London Chinatown is an integrated part of London's history situated in the Soho area around Gerrard Street. It currently boasts over 75 restaurants, 53 shops, 12 bars and pubs. For a map and info on Chinatown, London [click here](#)



Chinatown in London - During Chinese New Year Festival

Coming up soon

The UK Chinese community ● New ethnic markets
Latest comScore results ● Diverse UK recruitment

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