

Chinese New Year 3rd February 2011 Year of the Rabbit

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January, 2011

3rd February 2011 marks the start of the Chinese New Year, this being the Year of the Rabbit.

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 in London

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 Rabbit

If you were born in the years 1951, 1963, 1975, 1987, 1999 or 2011 then you were born in the Year of the Rabbit. A person born in the year of the Rabbit possesses one of the most fortunate of the twelve animal signs.

Key Characteristics of people born on the year of the Rabbit:

- Articulate
- Ambitious
- Controlled
- Affectionate
- Cooperative
- Friendly
- Over Sentimental

Indoor Media Ltd
Riverside House
47 The Lynch
Uxbridge
Middlesex
UB8 2TQ

+44 (0) 20 7125 0007
www.indoormedia.co.uk

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Chinese New Year Facts

3rd February 2011 – Year of the Rabbit

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.

Some Keys Facts about Chinese New Year

Chinese New Year is also known as the **spring festival**. The Chinese **Lunar calendar** is used for the festivals so the date changes every year.

The colour **red** is chosen for decorations because it is a lucky colour and because it is supposed to frighten off the monster Nian

The colour **gold** is also used to represent wealth.

Over a **sixth** of the world celebrate Chinese New Year

Celebration's are to remember family and to wish everyone prosperity and peace in the coming year.

Traditionally **red envelopes** are passed round during the celebration containing **money** and **sweets**. These are usually given from elders to younger family members.

Kung Hei Fat Choi is often mistaken as Happy New Year in Chinese, when it actually means

"congratulations and be prosperous".



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