

# Chinese New Year Kung Hei Fat Choi

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February, 2009

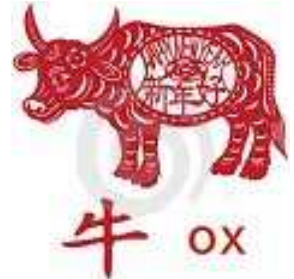
26<sup>th</sup> January 2009 marks the start of the Chinese New Year, this being the Year of the Ox. It'll also be the day that we officially launch our new South East Asian portfolio of sites, further increasing our reach of the UK's larger minority ethnic groups. We already reach Indians, Pakistanis, Bangladeshis, Sri Lankans and Polish and are excited to be completing our reach of Asia by being able to offer the UK Chinese audience as well as Singaporean, Philippino, Indonesian, Thai, Vietnamese and Malaysian.



This is a continuation of our long term goal to help advertisers effectively reach out to all Minority Ethnic Groups in the UK with relevant targeted communications. Although we don't launch 'officially' till 26 January, you can tap into this market now so if you have any briefs requiring any of the above groups, please drop me a line. In the mean time, here's some facts about Chinese New Year.



*Chinese New Year fireworks celebration at Sydney Harbour, Australia*



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## Chinese New Year Facts

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➤ 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.

➤ Traditionally the event lasts for fifteen days ending on the date of the full moon. In China the public holiday lasts for three days and is the biggest celebration of the 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 who is thought to come on New Years Eve to devour livestock, crops and even villagers. The colour gold is also used to represent wealth.

➤ Over a sixth of the world celebrate Chinese New Year; although customs vary in different parts of the world the main idea is the same, 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.

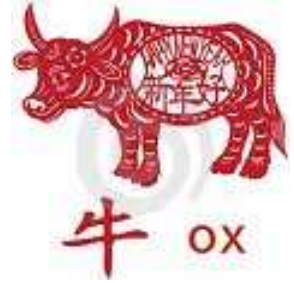
➤ Kung Hei Fat Choi is often mistaken as Happy New Year in Chinese, when it actually means "congratulations and be prosperous".

If you require any more information on Chinese New Year or on any other matter please feel free to give us a call on the number below.

### Kung Hei Fat Choi from Indoor Media

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

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