



**FOR IMMEDIATE RELEASE
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CHINATOWN PARTNERSHIP ANNOUNCES THE RETURN OF HOLIDAY LIGHTING

(New York, New York) -- Chinatown Partnership Local Development Corporation (CPLDC) today announced the return of festive holiday lighting to the streets of Chinatown.

As the sun sets today, garlands of festive lighting will again greet and welcome all the visitors to the major corridors of Chinatown. At dusk, the Board of Directors of the Chinatown Partnership as well as many renowned community leaders were invited to flip the ceremonial switch in front of Chinese Consolidated Benevolent Association at 62 Mott Street to turn on these specially designed decorative lights to celebrate the fast approaching holiday season.

This year's plum blossom festive lights with decorative holiday attachments were specially designed and fabricated by the famed *Illuminations by Arnold, Inc.* to reflect the Chinese cultural heritage. To maximize the effects of these lights, the placement of these garlands were concentrated along streets with the most pedestrian traffic, namely Canal Street, East Broadway, and especially the historical core of Chinatown – Mott Street from Grand to Worth, and Pell Street from Mott to the Bowery.

Although the costs of these lights are an expense and the process to secure them arduous, the Chinatown Partnership believes it is necessary to create a festive atmosphere that will showcase Chinatown's vibrancy and help stimulate the economy during this holiday season as well as to show pride in our community. A total of 33 strands were hung, an increase from last year's 29 strands.

"We are extremely grateful to The September 11th Fund and LMDC for their support for these much needed community projects, and we especially like to thank Eric Ng and CCBA for contributing \$3000 to enhance this year's beautiful decorations," said Executive Director Wellington Chen. "We hope these light are just the beginning of a cleaner and brighter future and a symbol of rebirth for Chinatown and the whole lower Manhattan community. I would also like to take this opportunity to wish everyone a happy, healthy, and prosperous holiday season."

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