

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

On January 28, 2017, millions of people around the world will usher in the Year of the Rooster by celebrating the Chinese New Year, a tradition that is rich in history, customs, symbolism and cultural significance. The celebrations, which often last for around 15 days, involve cleaning the house, displaying traditional decorations, getting together with family and friends, and attending ceremonies.



GOING LIVE IN PRINT AND ONLINE:
JANUARY 25, 2017

GET INVOLVED BY:
DECEMBER 9, 2016

MATERIALS DUE:
JANUARY 18, 2017

This sponsor content feature – produced in co-operation with the Canada-China Business Council – will promote awareness of this holiday that is celebrated by many people, organizations and businesses across Canada.

Among its topics, this feature will discuss:

JOINING THE FESTIVITIES. Find out about the highlights in Canadian communities, including cultural events, parades and more.

CHINESE-CANADIAN BUSINESS. Learn about the growing economic ties, as well as strong cultural bonds, between China and Canada.

CULTURE AND HISTORY. What are some of the notable exhibits, performances and programs that allow Canadians to learn about China's rich history and culture?

GIFTS AND DECORATIONS. Explore the rich symbolism of this holiday and join in the celebration with your friends and neighbours.

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3.6 million

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See page 2 for details...

We've had a long history of producing engaging print and digital features. Select a link below to view a previous feature.



NEXT STEPS? Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at rdeacon@globeandmail.com

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CHINESE NEW YEAR



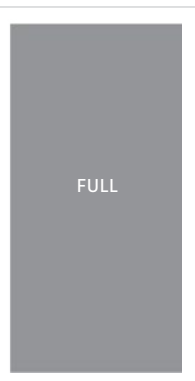
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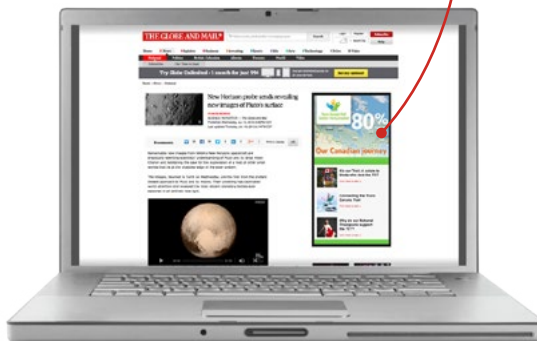


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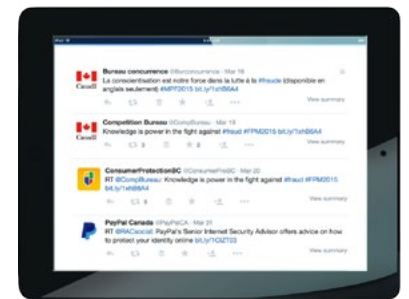


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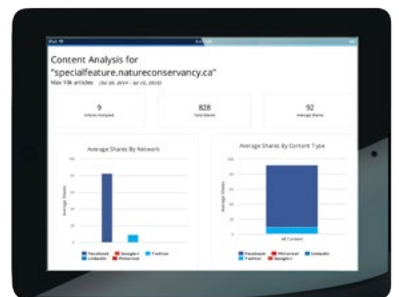
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