

# Chinese New Year



**PUBLICATION DATES:** Friday, February 12  
**GET INVOLVED BY:** Friday, January 8  
**MATERIAL DUE:** Friday, February 5

**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY  
On February 12, 2021, millions of people around the world will usher in the Year of the Ox. This special feature marks the important holiday of the Chinese New Year – or Lunar New Year – which is observed by people in and from China and other countries in Southeast Asia, who follow age-old traditions steeped in history, customs, symbolism and cultural significance.

**Proposed topic highlights:**

**Diversity & inclusion** – Recognizing the contributions of Chinese and Asian communities.

**Respect & understanding** – Respecting traditions and understanding holiday business opportunities and practices.

**Celebrations** – Why acknowledging and joining this tradition are important.

**GET INVOLVED TODAY. CONTACT:**

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