

November 22, 2020

**News Release: MOA and AMCO Joint Announcement**

Dear Chinese Community and Local Ethnic Communities:

We are very pleased to inform you that Mall of America, in partnership with the local Minnesota Chinese community and other minority communities, is planning to host a **Chinese New Year Celebration** event at MOA on **February 13 – 14, 2021**.

While Mall of America is known for grand galas and performances, this year, the celebration will have a new look and feel, and it will comply with our COVID-19 safety plan. We will look to use additional Mall space for a cultural and art exhibit throughout the month of February for guests to visit when they are comfortable. We invite you to join us by submitting performance videos, promoting exchanges of our ancient culture, arts and heritage with local ethnic communities, which will be shown on the big screen in the TCF Rotunda.

**To submit video (<5min) performances for consideration contact (We will release the procedure "Video Submission Procedure" later. Please submit the attached form "2021 CNY Performance Registration Form - Final" before 12/20/2020). Please send the form to: Bingwen Yan at [yanxx030@umn.edu](mailto:yanxx030@umn.edu)**

**To suggest cultural or art for exhibition consideration contact:**

Huan Gao at [huangaomn@hotmail.com](mailto:huangaomn@hotmail.com)

Sue Huang at [sueminhuang@gmail.com](mailto:sueminhuang@gmail.com)

Simon Li at [lihuazhi@gmail.com](mailto:lihuazhi@gmail.com)

Bingwen Yan at [yanxx030@umn.edu](mailto:yanxx030@umn.edu)

While this celebration may have a new feel, we are confident that **the Chinese New Year celebration at Mall of America** will be a safe and enjoyable experience for our guests. Thank you for partnering with us!

Mall of America is the largest retail and entertainment center in the United States, attracting over 40 million visitors annually from throughout the world. In anticipating this exciting event, we cordially invite your organization to participate to help make it a magnificent and memorable experience, keeping safety in mind. We wish you comfort during these times and look forward to when we can all be together again.

Please fill the attached form and send it to us by **December 20, 2020** to confirm your participation and provide information.

Ms. Maya Hua  
Senior Manager of Tourism (MOA)

Mr. Louis Lau  
Vice President of Asian Business Development (MOA)

Mr. Bingwen Yan  
President of Minnesota Chinese Organizations (AMCO)