

## CELEBRATE THE YEAR OF THE DRAGON IN THE HEART OF ATLANTA | LATE JAN – FEB 12

*Annual Lunar New Year Programming & Festival to Feature Lantern Shows, Music, Festive Décor and Family-Friendly Activities*

**ATLANTA:** Atlantic Station honors Chinese New Year and its cultural traditions with a colorful Year of the Dragon celebration. Beginning in late January, visit the 30363 to experience Lunar New Year-themed décor and an energetic nightly lantern show leading up to the joyful Lunar New Year Festival on Saturday, Feb. 10 from noon to 4 p.m.

“The Lunar New Year Festival allows us to honor and celebrate Atlanta’s richly diverse community while fostering an understanding of the holiday’s traditions and rituals,” said Starr Cumming, Southeast Retail Director of Hines. “Each year, the 30363 hosts more than 300 activations and signature events, such as the Lunar New Year Festival, bringing together not only Atlantic Station residents, tenants and employees but the entire city of Atlanta.”

Chinese New Year, also known as Lunar New Year or Spring Festival, is traced back to approximately 3,500 years ago and is one of the most significant festivals in Chinese and East Asian cultures to celebrate the start of a new year. The years are marked in cycles of 12, with each year represented by a rotation of animals based on the tale of a “Great Race” of animals by the Jade Emperor. This year, Lunar New Year falls on Saturday, Feb. 10, making it the Year of the Dragon, symbolizing power, success, honor and luck.

Beginning late January and running through Monday, Feb. 12, experience an enchanting display of lights, music and visuals at the top of every hour from 5 p.m. to 9 p.m. on the Atlantic Green. The nightly show features a beautifully designed, 90-foot-long dragon with over 25,000 lights, known as a Chinese symbol of good fortune, emerging from a cloud of fog near Atlantic Green and over 400 red lanterns illuminating the area for a special lantern show to honor the spiritual tradition that celebrates the reunion of loved ones.

Then, on Saturday, Feb. 10, the community is invited to join Atlantic Station on the Atlantic Green for the annual Lunar New Year Festival from noon to 4 p.m. Kick off the festivities with a captivating Lion Dance from 1 p.m. to 2 p.m., followed by a mesmerizing Kung Fu/Tai Chi performance from 2:30 p.m. to 3:30 p.m. The Lion Dance is a meaningful ritual and art form in Chinese tradition believed to bring good luck and fortune in the new year and drive away evil spirits. Stick around to make symbolic crafts and even sit with a numerologist who will use your birthdate to study energetic influences and offer insight and predictions on your life.

For Atlantic Station Lunar New Year photos, visit [here](#). Additional information and interviews are available upon request.

### Property Guidelines

Please remember to keep the Atlantic Station [Code of Conduct](#) in mind when celebrating. All youth under 18 must be accompanied by a parent or guardian after 3 p.m. with no more than four youths per parent or guardian. No individuals under 21 will be permitted on property after 9 p.m. All guests may be subject to presenting ID to verify their age. For more information about the code of conduct, please visit [atlanticstation.com](http://atlanticstation.com).

**ABOUT ATLANTIC STATION:** Opened in 2005, Atlantic Station is a 138-acre sustainable neighborhood located in Midtown, Atlanta, where you can dwell, create, savor, enjoy and shop. Known for having its own zip code, 30363, and being the Heart of the ATL, this artery not only connects the West Side and Buckhead, the 19-city blocks are also home to nearly 8 million square feet of mixed-use development featuring 1.5 million square feet of best-in-class retail (Sephora, Athleta, Banana Republic, DSW, H+M, Nike, Old Navy, Publix), entertainment (Bowlero, Museum of Illusions, Regal Cinemas) and restaurants (illy, Azotea, California Pizza Kitchen, HOBNOB, Salata, Yard House), nearly 2.2 million square feet of Class-A office space, full-service hotels (Embassy Suites, Twelve Midtown), several multi-family communities, single-family homes, apartments, lofts and luxury condo residences as well as a freestanding IKEA, Target and Dillard’s. Global industry leaders in finance (Wells Fargo), tech (Microsoft, Amazon, Facebook, Instagram, LinkedIn), health and wellness (LA Fitness, Mayweather Boxing + Fitness, Overtime Elite Arena) and consumer brands bring thousands of employees to the area daily. Atlantic Station is rich with amenities and features its own dog park, children’s playground, walking tour, neighborhood shuttle and concierge program. In 2020, Atlantic Station revamped the central greenspace, the Atlantic Green, and now hosts more than 300 events and cultural activations a year throughout the neighborhood and in the freestanding Pinnacle lot for staples like the Atlanta Open and Cirque du Soleil. For more information on this award-winning community, visit [atlanticstation.com](http://atlanticstation.com) and follow along on [Facebook](#), [Instagram](#) and [X](#).

**Media Contacts:** Tara Murphy + Madison Mullinax | 360 Media, Inc. | 404-577-8686 or [tara@360media.net](mailto:tara@360media.net)

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