

RING IN THE YEAR OF THE SNAKE WITH ATLANTIC STATION

Join the Fun at the 5th Annual Lunar New Year Festival Presented by Lexus!



Photo from Atlantic Station, 2021

WHAT: Atlantic Station’s Lunar New Year Festival
WHEN: Saturday, Feb. 1, 2025 | 3 p.m. to 7 p.m.
WHERE: Atlantic Station | Atlantic Green | 1380 Atlantic Drive NW, Atlanta, GA 30363
COST: Free | Two hours of complimentary parking in the deck below

Join Atlantic Station in honoring the Lunar New Year with a vibrant festival presented by Lexus! On Saturday, Feb. 1 from 3 p.m. to 7 p.m., immerse yourself in the rich traditions of Asian cultures. Enjoy a captivating Kung Fu/Tai Chi performance, witness a spellbinding Lion Dance, create symbolic crafts and sit down with a reader to learn all about the year ahead using your Chinese Zodiac sign! Lexus will also be onsite providing custom calligraphy.

"Your Atlanta Lexus Dealers are thrilled to welcome the Year of the Snake as the proud sponsor of the Atlantic Station Lunar New Year celebration. We wish you all a prosperous new year filled with happiness and good fortune!" added Atlanta Lexus Dealers.

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 Wednesday, Jan. 29, making it the Year of the Snake, symbolizing wisdom, transformation and renewal.

This free event promises a memorable celebration for all to enjoy! Visit [here](#) for all the details.

Curfew Notice:

All youth under 18 must be accompanied by a parent or guardian after 3 p.m. No individuals under 21 are permitted on property after 9 p.m. All guests may be subject to presenting ID to verify age.

The fun doesn't stop there, beginning late January and running through Sunday, Feb. 16, 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. Visit [here](#) for more information.

Additional information, interviews and photography available upon request. To broadcast on-site at Atlantic Station or for any interviews with key Atlantic Station leadership, contact Tara Murphy at 678-778-9092 or tara@360media.net or Rehgan Smith at 478-217-8849 or rehgan@360media.net.

ABOUT ATLANTIC STATION: Opened in 2005, Atlantic Station is a 138-acre neighborhood located in Midtown, Atlanta. Known for having its own zip code, 30363, and being the Heart of ATL, this artery not only connects the West Side and Buckhead, but is also home to nearly 8 million square feet of mixed-use development featuring 523,511 square feet of best-in-class retail, entertainment and restaurants, two million square feet of Class-A office space, two full-service hotels, multiple apartments, lofts and luxury condo residences, as well as freestanding IKEA, Target and Dillard's. Global industry leaders in finance, technology, health and wellness 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, historical walking tour, free neighborhood shuttle and full-service Concierge program. Atlantic Station hosts more than 300 events and cultural activations annually throughout the neighborhood. For more information on this award-winning community, visit atlanticstation.com and follow along on [Facebook](#), [Instagram](#) and [X](#).

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