



**PANDA FEST DEBUTING IN GEORGIA THIS SPRING FOR A CELEBRATION OF
AAPI FOOD, PERFORMANCE, AND CULTURE | APRIL 4-6, 2025**

Festival Tickets Go on Sale This Wednesday, Jan. 15 at 10 a.m.



Photo from the 2024 Panda Day Event In New York City.

- WHAT:** Panda Fest
- WHERE:** Atlantic Station | Pinnacle Lot | 221 20th St, Atlanta, GA 30363
- WHEN:** Friday, April 4: 4:00 – 10:00 p.m.
Saturday, April 5: 10:00 a.m. – 10:00 p.m.
Sunday, April 6: 10:00 a.m. – 8:00 p.m.
- TICKETS:** Daily Early Bird (\$9), General Admission (\$13), and VIP (\$35) tickets go on sale Wednesday, Jan. 15 at www.pandafests.com. Tickets must be purchased online for festival admission.

ATLANTA: Atlanta’s pandas may have had to return to China last year, but panda lovers have something new to look forward to this spring! [Panda Fest](#) is bringing an interactive panda-themed food and cultural experience to Atlanta happening April 4-6, 2025! Taking place at Atlantic Station’s Pinnacle Lot, this event is one of the biggest outdoor Asian food festivals in the U.S. featuring experiential activities, tastings, and market fairs that highlight the vibrant foods, arts and cultural traditions across Asian American and Pacific Islander (AAPI) cultures.

Panda Fest was created by the founders of [Dragon Fest](#), one of the largest Asian food and culture festivals in the nation. Panda Fest originated as a one-day event called Panda Day, featuring panda-themed foods, activities, games, and raffles. Beloved by many, demand grew, and now, Panda Fest has evolved into a multi-day experience that will be featured in a number of U.S. cities throughout 2025 with Atlanta serving as the first destination outside of New York.

“We’re thrilled to bring Panda Fest to the vibrant city of Atlanta,” said BiuBiu Xu, Founder of Panda Fest. “This family-friendly event offers a unique and exciting opportunity for people of all backgrounds to come together and learn about, experience and celebrate AAPI cultures. Along with our amazing vendors traveling from New York to showcase their incredible foods and crafts, we’ll also have local vendors from Atlanta to create a rich and diverse cultural experience. We’re excited to make Panda Fest a memorable event for Atlanta’s dynamic community for years to come.”

Panda Fest will take attendees on a culinary journey through Asia, with a lineup of 100+ food stalls and trucks serving over 300 types of delicious cuisine from countries like China, Japan, Korea, Thailand, Vietnam, and more. Festivalgoers will also experience a market fair with over 20 vendors selling crafts, clothing, accessories, and other merchandise inspired by Asian culture, including traditional calligraphy art, artisanal t-shirts, and more. Of course, panda-themed items and fun will be on full display throughout the festival, including a massive 15-foot inflatable panda, a panda bounce ring, and vendors offering panda-themed treats and trinkets. Panda Fest will also feature live cultural performances and craft demonstrations, with highlights including lion dance shows, theatrical acts,

K-pop dance routines, sugar painting, paper cutting, and more. Those interested in becoming a vendor, sponsor or participant in this year's Panda Fest can apply [here](#).

Tickets for Panda Fest will go on sale on Wednesday, Jan. 15. There will be a limited number of **Early Bird tickets** available through Sunday, Feb. 9 at 10 p.m. Each ticket will cover admission to the festival, with **General Admission tickets** including two free gifts (one customized festival pin and an inflatable panda headband) and **VIP tickets** including access to VIP bathrooms, experiences, a VIP bar, and an additional gift (a festival bag). For more information and to purchase tickets once they go live, visit the Panda Fest website at www.pandafests.com. Stay tuned on the Panda Fest Instagram ([@pandafestatlanta](https://www.instagram.com/pandafestatlanta)) for all the latest information on the festival. Panda Fest is a rain or shine event. Photos and interviews with Panda Fest founder BiuBiu Xu are available upon request. Media and influencer credentials will be available at a later date.

ABOUT PANDA FEST: Launched in 2024, **Panda Fest** is one of the biggest outdoor Asian food festivals in the U.S. With experiential activities, tastings, market fairs, and performances, the festival brings people from various backgrounds together to celebrate and experience the vibrant food, art, and traditions of Asian American and Pacific Islander cultures. Pandas are a central theme displayed throughout the festival, with panda-themed inflatables, games and activities, merchandise, and foods available for festival attendees to enjoy. The festival originated as a one-day event called Panda Day, created by BiuBiu Xu, the founder of New York City's popular Dragon Fest. Panda Fest is now a multi-day experience, expanding in 2025 to cities like Atlanta, Boston, Philadelphia and more to come. For more information on Panda Fest, visit www.pandafests.com, and follow along on [Instagram](https://www.instagram.com/pandafestatlanta).

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