

**PANDA-MONIUM IN ATLANTA EARNS THE CITY AN ENCORE – TWO FESTS, ONE UNFORGETTABLE YEAR!**

Sept. 5–7 | Early Bird Tickets Go on Sale Friday, July 11 at 10 a.m. EST

<b>WHAT:</b>	<b>Panda Fest</b>
<b>WHEN:</b>	Friday, Sept. 5: 12:00–5:00 p.m. Saturday, Sept. 6: 10:00 a.m.–10:00 p.m. Sunday, Sept. 7: 10:00 a.m.–8:00 p.m.
<b>WHERE:</b>	Atlantic Station   Pinnacle Lot   221 20th St., Atlanta, GA 30363
<b>TICKETS:</b>	Daily Early Bird tickets go on sale on Friday, July 11, at 10 a.m. EST. General Admission and VIP tickets are also available. See below or visit <a href="http://www.pandafests.com">www.pandafests.com</a> for ticket details and pricing.

**ATLANTA:** [Panda Fest](http://www.pandafests.com), one of the nation's fastest-growing outdoor Asian food and culture festivals, is thrilled to announce its return to Atlanta later this year. As the first city to host Panda Fest, Atlanta set the stage with a sold-out debut that created incredible momentum and excitement. From Sept. 5–7, Panda Fest will bring the panda-monium back to Atlantic Station's Pinnacle Lot with a vibrant celebration of Asian American and Pacific Islander cultures. Guests can enjoy a weekend filled with delicious food, live performances, arts and crafts, and interactive panda-themed experiences designed for all ages.

Founded by BiuBiu Xu, the creator of New York City's acclaimed Dragon Fest, Panda Fest began as a one-day pop-up and quickly grew into a multi-city, multi-day festival. It has sold out in cities including Atlanta, Boston, Philadelphia, and Seattle, with plans to return to all of them in 2026. Atlanta is the only city selected to host Panda Fest twice in one year.

"Atlanta holds a special place in Panda Fest's story as the first city to welcome us," said Xu. "We're honored to bring the festival back for a second time in 2025. It's a testament to Atlanta's vibrant AAPI community and their appetite for cultural celebration. This September's event promises even more food, art, and fun, and we can't wait to see everyone back for this exciting weekend."

Building on the success of the first Atlanta event, the Panda Fest team has listened carefully to attendee feedback to make this fall's festival even better. Enhancements include smoother and faster entry with more staffing, additional timed ticketing options to provide greater flexibility, budget-friendly eats under \$15 alongside larger portions, more drink stations to keep guests refreshed, shaded VIP seating, and increased signage to help guests navigate the festival grounds with ease.

**WHAT TO EXPECT AT PANDA FEST ATLANTA**

Guests can explore a **culinary journey across Asia** with more than **80+ food vendors** and food trucks offering **300+ dishes** from China, Japan, Korea, Thailand, Vietnam, and beyond. From authentic street food to creative fusion bites, there's something for every palate. In addition to the food, attendees can browse a curated **marketplace of 25+ vendors** offering crafts, clothing, accessories, and artisan goods inspired by Asian heritage. Traditional arts like calligraphy, sugar painting, and paper cutting will be featured alongside modern K-pop dance routines, lion dances, theatrical performances, and more. And of course, **pandas take center stage** – expect Instagram-worthy installations like a **15-foot inflatable panda**, a **panda bounce ring**, and themed treats, souvenirs, and games galore.

**TICKET INFO**

Tickets go on sale **Friday, July 11**, with a limited number of **Early Bird** tickets available through **Sunday, July 27 at 10 p.m. EST or until sold out**. General Admission includes entry to the festival and **two complimentary gifts**: a customized Atlanta festival pin and an inflatable panda headband. VIP tickets include upgraded perks such as **shaded seating, VIP restrooms, exclusive experiences, a private bar, and a Panda Fest tote bag**.

Visit [www.pandafests.com](http://www.pandafests.com) for ticket information, vendor applications, and more. Follow along at [@pandafestatatlanta](https://www.instagram.com/pandafestatatlanta) on Instagram for festival updates, vendor spotlights, and sneak peeks. Panda Fest is a **rain-or-shine event** unless severe weather conditions require cancellation.

Interviews with festival founder BiuBiu Xu, media passes, and high-resolution images are available upon request.

**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, which expanded and sold out in 2025 in cities like Atlanta, Boston, Philadelphia, with more to come. For more information on Panda Fest, visit [www.pandafests.com](http://www.pandafests.com), and follow along on [Instagram](#).

**Media Contacts:** Tara Murphy, Abby Watkins + De'Andra Gaston | 360 Media, Inc. | 404-577-8686 or [abby@360media.net](mailto:abby@360media.net)

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