

FOR IMMEDIATE RELEASE...



January 29, 2026

PANDA FEST RETURNS TO ATLANTA APRIL 3-5, 2026!

The Rapidly Expanding National Three-Day Festival Brings Food, Culture, and Performance Back to Atlantic Station
Tickets Go on Sale Wednesday, Feb. 4 at 10 a.m. EST

WHAT: Panda Fest – Food & Culture Festival
WHEN: Friday, April 3: 4 p.m. – 10 p.m.
Saturday, April 4: 10 a.m. – 10 p.m.
Sunday, April 5: 10 a.m. – 8 p.m.
WHERE: Atlantic Station | Pinnacle Lot | 221 20th St., Atlanta, GA 30363
TICKETS: Tickets go on sale Wednesday, Feb. 4 at 10 a.m. EST at www.pandafests.com.
Early Bird (\$10, limited to 1,000 tickets), **General Admission** (\$14), and **VIP** (\$35). Saturday tickets are \$2 more. Children ages 6 and up require a ticket. Guests select a day and entry time when purchasing.

ATLANTA: [Panda Fest](#) returns to Atlanta for its third year, reinforcing the city's role as a cornerstone of the festival's rapid rise into a national destination event. From April 3–5, Atlantic Station's Pinnacle Lot will once again host the high-energy celebration of Asian American and Pacific Islander (AAPI) cuisine, art, performance, and playful panda-themed experiences – expanded with new vendors, programming, and immersive experiences for Spring 2026.

"Atlanta has always been a special city for Panda Fest," said BiuBiu Xu, Founder of Panda Fest. "The curiosity, the energy, and the way people show up ready to try something new helped shape what the festival is today. This spring, we're bringing back everything people have come to love, along with new vendors, performances and experiences that invites our guests to spend the day exploring, tasting new bites, connecting with each other and learning about Asian culture."

At the heart of Panda Fest is food. The festival will feature more than 80 food vendors and trucks serving over 200 dishes inspired by cuisines from across Asia, ranging from street food classics to creative, festival-exclusive bites. Vendors travel from major markets, including New York and Los Angeles, along with a strong lineup of Atlanta-area favorites, creating a mix that is both nationally curated and locally rooted. Most dishes are prepared fresh on-site, adding to the sensory experience, and offerings span a range of price points, including budget-friendly options under \$10 and larger, shareable plates, some of which come with branded keepsakes.

Beyond the food, Panda Fest features a curated marketplace of artisan vendors selling apparel, accessories, artwork, and gifts inspired by Asian culture and craftsmanship. Live performances and interactive demonstrations run throughout the weekend. While final programming will be announced closer to the event, previous editions of Panda Fest have showcased traditional lion dances, cultural arts such as sugar painting, paper cutting, and calligraphy, alongside contemporary performances including K-pop dance and theatrical showcases. Oversized, custom Atlanta-themed panda installations, interactive attractions like the fan-favorite panda bounce ring, and themed treats and merchandise have also become popular elements of the playful festival, which will return this year.

Panda Fest's return to Atlanta comes amid significant national growth. Since debuting in the city in early 2025, the festival has expanded to 11 cities and produced 13 events across markets, including Austin, Boston, Charlotte, Dallas, Hartford, Nashville, Philadelphia, Phoenix, Seattle, and the Twin Cities. In 2026, Panda Fest plans to continue expanding nationally, while maintaining Atlanta as one of its most established and celebrated stops.

TICKETS ON SALE | FEBRUARY 4 AT 10 A.M. EST

General Admission tickets include festival entry plus two complimentary gifts: a new collectible Panda Fest Atlanta pin and an inflatable panda headband. VIP tickets include additional amenities such as shaded seating, VIP restrooms, exclusive experiences, access to a private bar, and a Panda Fest tote bag. Limited gate tickets will be available for \$20 per person, pending capacity. Advance ticket holders receive priority entry.

For tickets, vendor applications, and event updates, visit www.pandafests.com and follow [@pandafestatlanta](#) on Instagram. Panda Fest is a rain-or-shine event unless severe weather conditions require cancellation. Interviews with founder BiuBiu Xu, media credentials, and high-resolution images are available upon request.

ABOUT PANDA FEST: Launched in 2024, Panda Fest is one of the largest outdoor Asian food and culture festivals in the United States. In its first year alone, the festival produced 13 events across 11 cities, welcoming over 500,000 attendees, with attendance continuing to grow. Featuring experiential activities, tastings, market fairs, and live performances, Panda Fest brings communities together to celebrate the richness of Asian American and Pacific Islander cultures.

Pandas serve as a playful central theme, appearing throughout the event in inflatables, games and activities, merchandise, and food offerings. Originally created as a one-day event called Panda Day by founder BiuBiu Xu, Panda Fest has since expanded into a multi-day, multi-city experience with events held in Atlanta, Boston, Philadelphia, Phoenix, Dallas, Seattle, Austin, the Twin Cities, Connecticut, Charlotte, Nashville, and Orlando.

For more information on Panda Fest, visit www.pandafests.com and follow along on Instagram.

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