



Press Information

Romford BID Celebrates Chinese New Year with FREE Event

On Saturday 21st January, between 12noon – 4pm, Romford BID will be celebrating Chinese New Year with a range of FREE events in the town centre for the local community to enjoy.

Romford BID has planned several thrilling performances, including traditional Chinese lion performers, sensational ribbon and fan dancers, a magical mask changer and show-stopping stilt walkers to entertain visitors to the town.

There will also be delicious Chinese food on offer from Wokabout and live music to entertain visitors throughout the day. The team at Sunrise Café within the Romford Shopping Hall will also be handing out free Chinese red New Year money envelopes to visitors, which are a way to send good wishes to loved ones during New Year.

Havering Changing will be supporting the event and have planned several free cultural and craft workshops for families to attend. There will be Guzheng music across the day and calligraphy activities where people can be creative and then take their art home with them.

The events will take place at the South Street end of Romford Market (near Lloyds Bank) and will be completely free and open to everyone to enjoy – no tickets or pre-booking is required.

Chinese New Year, also known as Spring Festival and Lunar New Year, is a huge festival among Chinese communities in London and across the world. Based on the lunar and solar calendars, the actual date of Chinese New Year varies and each year in the Chinese calendar is represented by one of the 12 animals of the Chinese zodiac. Chinese New Year 2023, the Year of the Rabbit, falls on Sunday 22nd January.



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Julie Frost Romford BID Director said, *“We hope this celebration will unite people across cultures and generations – the line-up of performances will be fantastic and will hopefully set the stage for a prosperous year ahead. Romford has an incredibly diverse community, and our aim is to constantly promote a deeper appreciation of all cultures and traditions among people from all walks of life within the town.”*

James Jackson Havering Changing Project Director said, *“We are proud to support the Romford BID and bring our community together to celebrate Chinese New Year at Romford Market. It will be a wonderful day full of music, dance, food and craft to encourage people to be creative and bring different people together to start the new year in a colourful way.”*

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For more information, please contact Sarah Gregory on 07725 041862