



Press Information

## **CELEBRATE CHINESE NEW YEAR IN ROMFORD**

Romford BID is thrilled to announce its Chinese New Year celebrations will be taking place on Saturday 25<sup>th</sup> January, from 12noon – 4pm, in the heart of the town centre. This exciting event will welcome the Year of the Wood Snake with a range of FREE family-friendly activities for all to enjoy.

Building on the success of last year's celebrations, Romford BID has planned even more spectacular entertainment, including two traditional Chinese lion performances, incredible giant pandas, God of Wealth entertainers and magic shows. Visitors can also enjoy live music and dramatic drumming performances. Plus, there will be calligraphy and origami classes for people to attend and the chance for children to get their faces painted by talented local artists.

Food lovers will be able to enjoy delicious Chinese cuisine too, with Wokabout offering tasty free samples in the market. Inside Romford Shopping Hall the team at Pearl of the Orient will be handing out free fortune cookies and between 2pm - 4pm Kiddiewinks will be giving away lucky red envelopes.

Chinese New Year 2025 marks the Year of the Wood Snake in the Chinese zodiac. The Snake is the sixth of the repeating 12-year cycle of animals that appear in the zodiac, constituting part of the Chinese calendar system, and represents growth, creativity and introspection.

The event will take place in the marketplace and is completely FREE, with no need for tickets or pre-booking.

**Julie Frost Romford BID Director said,** *"Our Chinese New Year celebrations have become a highlight within the community, and each year we strive to make the event bigger and better. This year, I truly believe we've outdone ourselves with even more exciting roaming entertainment. We're especially pleased to introduce the giant cuddly pandas for the first time – they're unbelievably cute*



Press Information

*and will be a hit with families looking for the perfect selfie! We're proud to host events that celebrate diverse cultures and help bring our community closer together. This event is open to everyone, and we hope to see as many people as possible on the day."*

----- ENDS -----

**For more information, please contact Sarah Gregory on 07725 041862**