



**ASIAN AMERICAN COALITION OF CHICAGO**  
**30<sup>th</sup> Lunar New Year Celebration & Asian American Conference**  
 | Community Health Fair | Asian Business Expo | Youth Job Fair |  
**February 23, 2013 \* Hyatt Regency O'Hare \* 9 A.M. to Midnight**  
 Hosted by the Vietnamese Community & Nghia Sinh Intl Inc.

AACC Host Office 1652 N. Rockwell Street - Chicago, IL 60647 | Tel: 312-394-9858 | Email: aacc.chicago@gmail.com

**Please print out and SAVE. Please forward on a wide basis. Thank you.**

TO: Asian Pacific American (APA) Community Leadership; APA Community Media; Major Media; Arts, Corporate; Governmental, Political and Student Outreach Distribution Lists (Midwest Regional)

FROM: Irene Cualoping, Chair, Media Committee, AACC 2013 Lunar New Year Celebration

FOR: Asian American Coalition of Chicago

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**ASIAN AMERICAN COALITION OF CHICAGO**  
**TO HOST 30<sup>th</sup> ANNUAL LUNAR NEW YEAR CELEBRATION AND**  
**ASIAN AMERICAN CONFERENCE**

**COMMUNITY HEALTH FAIR, ASIAN BUSINESS EXPO, YOUTH JOB FAIR,**  
**EDUCATIONAL AND STUDENT WORKSHOPS**  
**SATURDAY, FEBRUARY 23<sup>rd</sup>, 2013 AT HYATT REGENCY O'HARE**

**"CELEBRATING THREE DECADES OF UNIFIED LEADERSHIP AND SERVICES"**

**FOR IMMEDIATE RELEASE**  
**November 28, 2012 (Rd # 5)**

**CONTACT: GENERAL: info@aacchicago.org**  
**and aacc.chicago@gmail.com**  
**(312) 394-9858**  
**MEDIA: info@enericom.net or**  
**(312) 635-0888**  
**TICKETS: tickets@aacchicago.org**  
**and aacc.chicago@gmail.com**  
**(e-mail preferred)**

CHICAGO, IL - - The **Asian American Coalition of Chicago** is pleased to announce it will host its **30th Annual Lunar New Year Celebration**, "Celebrating Three Decades of Unified Leadership and Services" on **Saturday, February 23, 2013** at the **Hyatt Regency O'Hare, 9300 West Bryn Mawr Avenue in Rosemont**. The Vietnamese American Community will, for its fourth time, host the Lunar New Year Celebration and Asian American Conference. AACC is proud to also announce that this year, it will hold a full-day conference with the goal of educating and engaging over 2,000 people who are expected to attend. The festivities kick off at 9 a.m. with a Community Health Fair, followed by an afternoon Business Expo and Job Fair, a Conversation with Four University Presidents, a Global Business Forum, AAPI Identity Workshops for high school students, Leadership Workshops for college students, an Interfaith Prayer Session, and will conclude with an evening black-tie optional gala. *(Program topics are tentative and subject to change, pending final confirmation of speakers.)*

Cocktail reception begins and exhibits open at 5:30 p.m.; opening ceremonies are at 6:30 p.m., followed by dinner, entertainment and awards ceremonies until approximately 9:45 p.m., ending with dancing until midnight.

An event held on this grand of a scale only once a year, Lunar New Year is traditionally the single largest organized annual event in Chicago's Asian American community. According to the 2010 Census, the Asian Pacific American population in Illinois numbers approximately 586,934, or 4.6% of the statewide population. Ticket sales are open for this popular event, and are available on a **first-funded, first-seated basis**. Purchase information is available on the website **www.aacchicago.org**.

Every year a different Asian community takes turn playing host of the Lunar New Year gala. This year it is the

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## **ASIAN AMERICAN COALITION 30th ANNUAL LUNAR NEW YEAR CELEBRATION**

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Vietnamese American Community, which has thrice before (1989, 1997 and 2005) held the gavel for the Asian Pacific American community's most important event of the year. Nghia Sinh International, Inc. holds the leadership honors.

*"The Vietnamese American community is proud to be hosting the 30th Annual Asian American Coalition of Chicago Lunar New Year Celebration for the fourth time,"* said Doug M. Nguyen, 2013 Chair of the Asian American Coalition of Chicago Planning Committee. *"People of all ages are welcome to come for the morning health fair, business expo, job fair, educational and student workshops, or cultural extravaganza at our evening gala,"* he said.

Numerous dignitaries traditionally attend the festivities, including the Asian consular corps, elected and appointed governmental officials, political candidates, top business and corporate leaders, decision-makers and on-air talent at Chicago's major media press outlets, and everyone who considers himself or herself a mover and shaker in and around, or for, the Asian Pacific American national movement.

*"For 30 years, the mission of the Asian American Coalition has been to promote educational excellence, economic development, and increased government participation and access to all Asian Americans – this year's conference theme reflects our many proud accomplishments,"* said Dr. Nguyen Trung-Hieu, President of the AACC 2012 Board of Directors, and one of its Co-Founders.

### **AWARDS**

The Coalition plans to award its 2013 Exemplary Community Service Awards, its Youth Who Excels Awards, its prestigious Pan Asian American Ping Tom Memorial Award - its highest award, and its Grand Asian American Sandra Otaka Memorial Award that evening. The Coalition renamed its Pan Asian Award in 1996 after the late legendary Chicago civic leader Ping Tom. Ping Tom was also one of the original founders of the Asian American Coalition. The Grand Asian Award is traditionally given to a non-Asian Friend of the Asian American community. The Coalition renamed its Grand Asian Award in 2010 after the late Cook County Circuit Court Judge Sandra Otaka.

### **TICKETS**

For ticket reservations, please contact [tickets@aacchicago.org](mailto:tickets@aacchicago.org) with a copy to [aacc.chicago@gmail.com](mailto:aacc.chicago@gmail.com) . Advance purchase is required. **Tickets are \$800 per table of ten.** They are being distributed through community outlets as well as directly from the Coalition. They are **first-funded, first-seated.**

### **CHECKS**

All checks should be made payable to **AACC 2013.**

### **SPONSORSHIPS**

Sponsorship rates and packages are priced as follows: \$25,000 and Up, Presenting Sponsor; \$10,000 Global Sponsor; \$7,000 Pan-Asian Sponsor; \$5,000 Continental Sponsor; \$3,000 Community Sponsor and \$1,500 Coalition Sponsor. To inquire about or to reserve sponsorships, please contact [info@aacchicago.org](mailto:info@aacchicago.org), with a copy to [aacc.chicago@gmail.com](mailto:aacc.chicago@gmail.com) .

### **ADVERTISEMENTS**

In addition, advertisement space reservations in the Souvenir Program Book are available at \$500 for a full page (size 8-1/2" x 11") and \$300 for a half-page (8-1/2" x 5-1/2"). Non-profit full-page ads (8-1/2" x 11") are available at a discounted rate of \$300. Checks, insertion orders, and camera-ready black and white artwork creative for 2013 ads are due no later than **December 31, 2012. Ads must be funded by the deadline in order to run.**

### **AACC... WHO WE ARE**

According to the 2010 U.S. Census, the Asian Pacific American population in Illinois numbers approximately 586,934, or 4.6% of the statewide population. Approximately 92,304 Asian Pacific Americans reside in DuPage County,

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**ASIAN AMERICAN COALITION 30th ANNUAL LUNAR NEW YEAR CELEBRATION  
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comprising 10.1% of DuPage County's population, with the bulk of the other 322,672 residents of Cook County, comprising 6.2% of Cook County's population. The 2010 Census shows that Asian Pacific Americans reside in Chicago in communities including West Rogers Park, Albany Park, Uptown, Armour Square and Bridgeport; in suburban Cook County in communities including Schaumburg, Hoffman Estates, Skokie, Niles and Morton Grove; and in suburban DuPage County in communities like Oak Brook and Naperville.

In 10 years, the Asian population in Illinois jumped 38.6 percent. In the Northwest suburbs, Asians now make up 12.7 percent of the population. They make up 10.1 percent of the population in DuPage County, and 6.3 percent of the population in Lake County. These are the 10 Illinois suburbs with the biggest percentage Asian population: South Barrington: 26.6%; Oak Brook: 23.2%; Hoffman Estates: 22.7%; Glendale Heights: 22.1%; Schaumburg: 19.8%; Vernon Hills: 19.3%; Buffalo Grove: 16.0%; Hanover Park: 15.2%; Streamwood: 15.0% and Naperville: 14.9%. (Source: U.S. 2010 Census).

**FOR MORE INFORMATION**

Sponsor, ad, and general inquiries should be directed to [info@aacchicago.org](mailto:info@aacchicago.org) with a copy to [aacc.chicago@gmail.com](mailto:aacc.chicago@gmail.com) (e-mail preferred).

**MEDIA**

The AACC 2013 Media Committee has received the assignment to coordinate media relations, TV station/media company participation, celebrity presenters and press credentials. All media requests may be directed to ENERI Communications at [info@enericom.net](mailto:info@enericom.net) or (312) 635-0888.

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website:[www.aacchicago.org](http://www.aacchicago.org)

FOR: 2013 Asian American Coalition of Chicago Planning Committee

**THE AACC 2013 HOST COMMITTEE**

*Doug M. Nguyen*, Chair, 2013 Asian American Coalition of Chicago Planning Committee  
*Nghia Mai*, Co-Chair, Membership Services/Support  
*Luan V. Nguyen*, Co-Chair, External Affairs/Budget  
*Khanh B. Tran*, Co-Chair, Internal Affairs/Administration  
*Donna M. Robbins*, Secretary  
*Maria N. Tran*, Treasurer

**THE ASIAN AMERICAN COALITION OF CHICAGO**

*Dr. Nguyen Trung-Hieu*, President, AACC Board of Directors  
*Dr. Tariq Butt*, Executive Vice President  
*Vallapa Kongsri*, Vice President for 2012 Host Community  
*Doug Nguyen*, Vice President for 2013 Host Community  
*Megan Nakano*, Vice President for 2014 Host Community  
*John Miller*, Secretary and Legal Counsel  
*Martino Tangkar*, Treasurer

**FOR MEDIA INQUIRIES ONLY, CONTACT:**

*Irene Cualoping, JD (ENERI/Rieny)*, Chair, AACC 2013 Media Committee  
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