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**THE CROW COLLECTION OF ASIAN ART CELEBRATES
SUCCESS OF CHINESE NEW YEAR FESTIVAL;
ANNOUNCES DATE FOR 2015 EVENT
OVER 13,000 PEOPLE IN ATTENDANCE; BIGGEST CHINESE NEW YEAR
CELEBRATION IN THE SOUTHERN UNITED STATES**

DALLAS (March 20, 2014) – The Crow Collection of Asian Art welcomed record-breaking crowds at its 15th annual free Chinese New Year Festival, Saturday, February 1, 2014 from 10:00 a.m. – 6:00 p.m. With a turnout of over 13,000 enthusiastic attendees, the Crow Collection's signature event broke the museum's record in single-day attendance and served to elevate the museum's celebration to the largest Chinese New Year celebration in the southern United States.

Covered by journalists across the globe, the Crow Collection's "Year of the Horse" celebration raised the bar in entertainment value, cultural diversity, and attendance. "We are absolutely thrilled with the incredible attendance that we had this year," says Crow Collection of Asian Art Executive Director Amy Hofland. "In previous years our Chinese New Year celebration took place during the evening, but this year we decided to make our celebration into a daytime event, which we believe contributed to an amazing turnout and allowed us the opportunity to educate more families and children about this amazing Chinese tradition."

Marking the Crow Collection's 15th annual Chinese New Year Celebration, this ancient Chinese tradition is celebrated over 15 days and signifies the first day of the New Year in the Chinese calendar. This year it lasted from January 31 – February 14, 2014. Next year, the "Year of the Ram" celebration will span from February 19 – March 5, 2015. Mark your calendars now for the Crow Collection of Asian Art's Chinese New Year "Year of the Ram" Festival **Saturday, February 21, 2015.**

Highlights from this year's celebration included the widely popular dragon and lion dance parade; traditional Chinese New Year art-making activities including red envelope decorating, horse puppet making and creating glowing paper lanterns; calligraphy demonstrations; wellness activities; and exclusive museum tours of the *Ai Weiwei Circle of Animals/ Zodiac Heads: Gold* exhibition and the newly opened exhibition *Re-Take of Amrita by Vivan Sundaram*. Other enjoyable additions to this year's event included a mini horse petting zoo, live main stage musical and dance performances, and a grand finale fireworks show.

This event was generously supported by the Sunray Chinese School, Hanart Culture, and North Texas Youth Honor Society. For more information on corporate sponsorship opportunities at the 2015 “Year of the Ram” festival, please contact Stacie Wheelock Adams at (214) 271-4485, or by email sadams@crowcollection.org.

About the Crow Collection of Asian Art

The Trammell & Margaret Crow Collection of Asian Art features a variety of spaces and galleries with changing exhibitions of the arts of China, Japan, India, Korea and Southeast Asia spanning from the ancient to the contemporary. Just 15 years in operation, this lovingly curated free museum offers a serene setting for quiet reflection in the heart of the Dallas Arts District.

The Crow Collection continues to grow in art and service to the Dallas- Fort Worth community with an emphasis on shared learning and fun. New initiatives include the launch of the museum’s brand new website as well as the expansion to a new space in the retail section of the Belo Pavilion. This new annex, provisionally called The Pearl, will become a pop-up Lotus Shop during renovations to the main entrance and galleries on the first level of the museum. The Crow Collection also plans to open a new gallery to celebrate the acquisition of a 1730 suit of Japanese armor owned by the powerful Daimyo Abe Masayoshi. For more information, please go to crowcollection.org.

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