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**THE CROW COLLECTION OF ASIAN ART CELEBRATES  
SUCCESS OF CHINESE NEW YEAR FESTIVAL;  
ANNOUNCES DATE FOR 2016 EVENT  
OVER 20,000 PEOPLE IN ATTENDANCE; BIGGEST CHINESE NEW YEAR  
CELEBRATION IN THE SOUTHERN UNITED STATES**

DALLAS (March 10, 2015) – The Crow Collection of Asian Art welcomed record-breaking crowds at its 16<sup>th</sup> annual free Chinese New Year Festival held Saturday, February 21, 2015 in the Dallas Arts District. With a turnout of over 20,000 enthusiastic attendees, the Crow Collection’s signature event broke the museum’s record in single-day attendance and elevated the day-long festival to become the largest Chinese New Year celebration in the southern United States.

Covered by journalists across the globe, the Crow Collection’s “Year of the Ram” celebration raised the bar in entertainment value, cultural diversity, and attendance. “We are incredibly pleased with the amazing turnout we had this year,” says Crow Collection of Asian Art Executive Director Amy Lewis Hofland. “Each year our Chinese New Year festival continues to grow. I am thrilled that our community has embraced this celebration, and we continue to engage new and diverse audiences.”

Marking the Crow Collection’s 16<sup>th</sup> 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 February 19 – March 5, 2015. Next year, the “Year of the Monkey” celebration will span from February 8 – February 22, 2016. Mark your calendars now for the Crow Collection of Asian Art’s Chinese New Year “Year of the Monkey” Festival **Saturday, February 13, 2016**.

Highlights from this year’s celebration included lion dances; traditional Chinese New Year art-making activities including red envelope decorating, ram headband making and creating glowing Chinese lanterns; calligraphy demonstrations; wellness activities; and exclusive museum tours of *Benevolence and Wisdom: New Gifts from the Collection of Trammell and Margaret Crow* and *India: Art, Time, Place* exhibitions. Other enjoyable additions to this year’s event included a sheep-and-lamb petting zoo, a magic show and a performance by the UTD Chinese Dancing Crew.

For more information on corporate sponsorship opportunities at the 2016 “Year of the Monkey” festival, please contact Stacie Wheelock Adams at (214) 271-4485, or by email [sadams@crowcollection.org](mailto: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. Dedicated to providing art and service to the Dallas-Fort Worth community with an emphasis on shared learning and fun, the Crow Collection has recently expanded its offerings with a lushly landscaped outdoor Sculpture Garden, a pedestrian-friendly lobby and entrance, and a Samurai Gallery to showcase the museum's spectacular acquisition of a complete set of armor, considered one of the finest of its kind in the world. Learn more at [crowcollection.org](http://crowcollection.org).

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