



8200 NE SISKIYOU STREET, PORTLAND, OR 97220

Dear Business Neighbor,

On behalf of the Cambodian, Lao, Thai, and Burmese communities, we invite you to join our 6th Annual New Year in the Park Festival at Glenhaven Park in Portland, on **Saturday, April 25, 2020**.

As an important corporate neighbor in the community, we invite you to become a sponsor and support our annual celebration.

In 2019, we had more than 8,000 people in attendance. This year we estimate attendance to reach 10,000 based on our increased partnerships and promotional efforts. The Portland area's Southeast Asian communities are thriving and diverse. The statistic of Asians in Portland has been significant in recent years and the rate that they are entering Portland surpasses all other races according to the 2017 US Census. This event is an opportunity for your business to build relationships with these growing communities.

This festival celebrates one of the most important Southeast Asian holidays, the annual New Year. Nationally, this is a unique and rare event. Only in Portland do these different Southeast Asian communities come together to promote solidarity and celebrate our rich cultural heritage. We invite you and the general public to join us for this family-friendly event. There will be dance and music performances, traditional games, cultural crafts and activities, and vendor booths with merchandise and authentic cuisine. Attendance is free.

Please support New Year in the Park and help us create an extraordinary event for all communities.

If you have additional questions, please feel free to contact Coua Xiong at xiongcoua@yahoo.com or Stefan Saing at stefans.irco@gmail.com.

Warm Regards,
Coua Xiong and Stefan Saing

New Year in the Park Planning Committee Chairs
www.newyearinthepark.com