

Celebrate New Additions at the 2024 Alhambra Lunar New Year Festival

from page 1

Engage in interactive displays and AR-enhanced storytelling that bring the richness of Lunar New Year traditions to life. This fusion of technology and tradition adds a layer of excitement to the festivities. AR will be used for several experiences, such as wayfinding, a virtual scavenger hunt (where participants receive a prize if they find all the zodiac animals), and even to simulate fireworks!



For those new to celebrating the Lunar New Year — as well as those who have deep family LNY traditions — a free cultural passport will be offered to learn about and experience the various aspects of the Lunar New Year as celebrated around the globe. Sponsored by Wells Fargo with support from Starbucks, completed passports can be redeemed for prizes.

Attendees can stroll through Artisan Alley, where local artists will display their creations. In the Kid's Zone, sponsored by the new SkyZone Alhambra, families can play games, make crafts, and participate in other activities.

Food vendors, as well as the restaurants along the street, will provide food throughout the day, and the culinary stage will offer a series of cooking demonstrations and samples. Live cooking demonstrations feature local chefs showcasing



the artistry of their cuisine. From traditional dumplings to modern twists on classic dishes, these demos offer a sensory exploration of flavors and techniques, inspiring cooks and food enthusiasts alike.

The cultural performances, which range from traditional dances and music to contemporary interpretations of Asian art forms, will resume as usual this year, with guests that include Vez Guitar Academy and AUSD. There will also be a special dragon dance to commemorate the Year of the Dragon.

Whether you come for the dragon dance, the technological marvels of AR, or the culinary delights, the festival promises an unforgettable experience for all!



5 Tips For Attending the Alhambra Lunar New Year Festival

- Driving:** Main St. will be blocked off between First and Third Streets to traffic, so please plan your route to avoid this area.
- Parking:** All 3 of Alhambra's downtown parking structures will be open and accessible, but expect them to fill up early. You may have to park a block or two away and walk over.
- Timing:** The festival will take place from 9 am to 5 pm on Sunday, February 18.
- Experiences:** Cooking demos, photo ops, shopping, eating, performances, games, activities for children and adults, AR, and more. There will be a lot to see and do.
- What to Bring:** There will be food and drink for sale on site, so just bring yourself, your loved ones, and some comfy footwear.

Visit alhambralunarnewyear.com for more information.

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Denny's

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Johnny Rockets and Hurricane Wings Unveil New Alhambra Location

Johnny Rockets and Hurricane Wings is back in Alhambra!

On January 12, Johnny Rockets and Hurricane Wings celebrated the grand opening of their newest location with a ribbon-cutting ceremony. The lively event showcased the fusion of iconic flavors as the two brands joined forces at The Shops at The Alhambra.

Operating from 10 am to 11 pm daily, Alhambra's new eatery brings together the best of both worlds — Johnny Rockets' timeless burgers and Hurricane Grill & Wings' extensive selection of flavors. Indulge in a classic Johnny Rockets meal featuring a succulent burger paired

with crispy fries and a decadent shake — vegan versions are also available! For those craving chicken over beef, Hurricane Wings delivers classic bone-in and boneless wings in a spectrum of flavors. From the fiery Firecracker and Mango Habanero to the savory Garlic Parm and Teriyaki, there's a choice sure to satisfy every palate.

The location at The Shops at The Alhambra means Johnny Rockets and Hurricane Wings could be the next culinary go-to for folks looking for a fast, delicious, and affordable meal in the heart of the city. Introduce your taste buds to new possibilities this year!

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