



## **Silicon Valley Lunar New Year Together Community Impact Statement**

The Silicon Valley Lunar New Year Together & Night Market, ([www.SVLunarNewYear.org](http://www.SVLunarNewYear.org)) co-presented by the City of Santa Clara, Ding Ding TV / Silicon Valley Community Media, and OMG Entertainment, brought together more than 30,000 attendees over two days (January 31 and February 1, 2026), representing diverse communities across the region.

This event significantly advanced Santa Clara's vision of being a beacon of equity, diversity, and civic pride, while also promoting tourism and economic vitality. The festival featured over 250 vendor booths, offering a wide range of international cuisines, cultural crafts, and artisan goods. These booths provided valuable opportunities for small and diverse business owners to showcase their products, connect with new customers, and strengthen the local business ecosystem.

The visitor experience was highly engaging, with live cultural performances, multicultural food and craft marketplaces, community storytelling, and family-friendly activities. More than 400 performers representing various cultural backgrounds took the stage, creating a vibrant and inclusive celebration of global traditions.

The event also included cultural booths that showcased traditions, heritage, and educational experiences from different communities. These interactive spaces allowed attendees—especially younger generations—to connect with their cultural roots while learning about others.

One of the most meaningful impacts was the cross-cultural participation. In addition to Chinese traditions, the event featured Korean, Vietnamese, Filipino, Indian, and other cultures, alongside participation from Latino,



Jewish, and other communities. For many families, this was the first time experiencing such a multi-cultural Lunar New Year celebration, fostering a strong sense of belonging and shared identity.

The event demonstrated strong youth and civic engagement, with youth volunteers gaining leadership experience and community involvement. The Asian American Stories initiative also conducted over 40 interviews with community leaders and elected officials, promoting dialogue and civic awareness.

Overall, the event strengthened community cohesion, cultural understanding, and civic pride, positioning Santa Clara as a leader in inclusive, community-driven programming. This model is both replicable and sustainable, contributing to long-term civic engagement and cultural vitality.