

## Lunar New Year 101



### What is Lunar New Year?

Chinese New Year, Lunar New Year, or Spring Festival are all the same thing—it's the celebration of a new year based on the lunar cycle! Although Lunar New Year isn't a national holiday in America, many American families with ties to Asia celebrate for three days or up to nine days, depending on their family origins. Family gatherings and the ancestry dinner take part on the first day of the celebration which is the most important day. Middle-aged adults who are already married or have family of their own, will distribute "li xi" (or red envelopes) to children and elderly wishing them great happiness, good fortune, and health for the year. The whole meaning behind the celebration is for everyone to be home for the holiday, to surround themselves with loved ones, and to pass down traditions to the younger generation.

### Why are we celebrating it at YAB?

Young Americans Bank is celebrating this 2019 Lunar New Year because it's the year of the pig and because we want all of our young customers to be savvy savors! This Asian tradition wishes good fortune and prosperity to all. We'll be passing out "li xi" to all of those who make any type of transactions with us from February 2-8. Inside, customers will find money-saving tips and some bonus bucks to deposit in their bank account. We hope you can stop by!



One envelope per customer, please. Envelopes are first-come, first-serve.