

Comcast Forms Multi-Year Partnership with San Francisco's Chinese Chamber of Commerce to Sponsor Chinese New Year Festival & Parade
Monday, February 11, 2019 05:00:00 PM (GMT)

Long-Term Partnership with Chinese Chamber Further Demonstrates Comcast's Longstanding and Deep Commitment to the City's Asian-American Communities

Comcast's California Region today announced that it has formed a long-term partnership with the San Francisco Chinese Chamber of Commerce and will be a procession-level sponsor of the 2019 Chinese New Year Festival & Parade. This marks the first Comcast sponsorship of the festival, which takes place Saturday, February 23.

"The new year brings new beginnings and Comcast could not be more excited to form this new, long-term relationship with the Chinese Chamber of Commerce," said Elaine Barden, Vice President of Business Development and Strategic Initiatives for Comcast in California. "Comcast has always honored Asian-American communities and cultures throughout San Francisco and the entire state of California. But this new sponsorship of the Chinese New Year Festival and Parade – which includes Comcast having a float in the parade for the first time – takes that commitment to a whole new level."

To commemorate the year of the Earth Pig, Comcast's parade float will reflect the traits of *Connecting* and *Entertaining*, which are at the heart of what Comcast does every day – through gigabit speed Xfinity broadband internet service, the breakthrough Xfinity X1 video platform, innovative solutions from Comcast Business that go beyond fast, and award winning NBCUniversal film and TV content. Joining the Comcast procession will be the KIPP College Prep San Francisco Marching Band and the San Francisco Police Lion Dance Group.

"When the opportunity opened up to bring a new procession-level sponsor into the Chinese New Year Festival and Parade this year, we were thrilled to have Comcast join us, not just for 2019, but with a long-term commitment," said Eddie Au, President, San Francisco Chinese Chamber of Commerce. "That really speaks volumes about the importance Comcast places on engaging with Asian-Americans in San Francisco. We are looking forward to the excitement their involvement will generate and can't wait to see their innovative and creative new float."

Comcast also announced that it will collaborate with singer and YouTube star [Jason Chen](#) and model, dancer and actress [Lucia Liu](#), an Asian-American celebrity "power couple." The two will participate alongside Comcast in various events during the Chinese Chamber's New Year festivities. They will be special guests of Comcast at the Miss Chinatown USA Pageant, be featured on the Comcast float and host another appearance at the Comcast booth during the Community Fair on Feb. 23, from 9:00 a.m. to 4:30 p.m.

In addition, Comcast will partner with Asian-American Bay Area blogger and digital content creator Virginia Duan from Mandarinmama.com to be Comcast's guest blogger and content creator for the 2019 Chinese New Year Festival & Parade festivities. Virginia will create original content for [Comcast's California blog](#) and Mandarinmama.com and for @ComcastCA on Twitter and @theMandarinmama on Twitter and Instagram.

Asian-Americans represent one of the biggest and fastest growing segments of Comcast's customer base in California. Comcast has consistently brought innovative products, services, content and other unique experiences to Asian-American audiences in California -- from an [extensive array of international channels](#) and in-language programming on X1, to offering unlimited long distance calling to China. Comcast also has an ongoing partnership with Self-Help for the Elderly, which has served seniors in San Francisco's Chinatown community since 1966.

"As an Asian-American, I am delighted to have joined Comcast in time to be a part of the 2019 Chinese New Year celebrations in the City," said Dillon Auyoung, who recently joined Comcast as the Director of Government Affairs for San Francisco. "Since joining the company, I have observed through both words and actions the way Comcast prioritizes diversity and inclusion and seeks to meaningfully serve a wide range of multicultural audiences. This new partnership with the Chinese Chamber and the opportunity to participate in the Chinese New Year Festival & Parade is such an ideal way to demonstrate how important Asian-American communities are to us and I am so delighted that I can play a part in all of our activities."

To [further celebrate Chinese New Year](#), Xfinity TV customers can also now access thousands of hours of Asian and Asian American entertainment in one curated destination via Xfinity On Demand. [Xfinity X1](#) customers can also browse and navigate the experience with the X1 Voice Remote by saying “Asian American” and for the first time, online content from streaming services KOCOWA, Hi-YAH!, and [Amazon Prime Video](#) are also included.

About the San Francisco Chinese Chamber of Commerce

Established in 1917, the San Francisco Chinese Chamber of Commerce's primary cause is to promote and develop Chinatown. The organization strengthens and consolidates its ties with Chinese establishments, promotes Chinese culture, and helps to improve China-US relations. The Chinese Chamber of Commerce not only hosts such successful events as the annual San Francisco Chinese New Year Parade and the Miss Chinatown U.S.A. Pageant, but also supports city-wide urban development projects.

For more information please visit chineseparade.com or connect on social media by following @chineseparade on [Facebook](#), [Instagram](#), and [Twitter](#).

About Comcast Business

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation's largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services.

For more information, call 866-429-3085 or visit <http://business.comcast.com/san-francisco>. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company with three primary businesses: Comcast Cable, NBCUniversal, and Sky. Comcast Cable is one of the United States' largest video, high-speed internet, and phone providers to residential customers under the Xfinity brand, and also provides these services to businesses. It also provides wireless and security and automation services to residential customers under the Xfinity brand. NBCUniversal is global and operates news, entertainment and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures, and Universal Parks and Resorts. Sky is one of Europe's leading media and entertainment companies, connecting customers to a broad range of video content through its pay television services. It also provides communications services, including residential high-speed internet, phone, and wireless services. Sky operates the Sky News broadcast network and sports and entertainment networks, produces original content, and has exclusive content rights. Visit www.comcastcorporation.com for more information.

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Languages: English

Primary Identifiers: CMCSA-US

Related Identifiers: CMCSA-US

Source: Comcast Corporation

Subjects: Contract/Agreement, Event