The Most Exciting Parade in Town!



The San Francisco Chinese New Year Parade, celebrating the Year of the Snake, will be on **Saturday, February 15, 2025**. It is a free event. Tickets must be purchased to sit in the bleacher sections (which I strongly recommend). Purchase tickets at [Eventeny](https://www.eventeny.com/events/2025chineseparade-14414/) to acquire digital tickets.

There will be designated Accessible Seating/Wheelchair Parking within the bleacher seat areas. A ticket purchase will be required for Accessible Seating within the Bleacher Section area.

The parade starts off at **5:15 p.m.** at 2nd and Market Streets, goes around Union Square and ends at Kearny Street & Columbus Ave. The parade runs about 2 ½ hours.

Will the parade cancel if it rains? **NO!**

For further questions, contact the Parade Office @**(415) 889-8891** or [**info@chineseparade.com**](mailto:info@chineseparade.com)**.**

Private celebrations of Chinese New Year began in 1851, and the first dragon was paraded in 1860. Scenes from the 1961 parade were used in the film [*Flower Drum Song*](https://en.wikipedia.org/wiki/Flower_Drum_Song_(film)). These days, a crowd estimated at over 420,000 people watch the parade.

Personally, I love the Gung Lung Golden Dragon and, of course, Miss Chinatown and her Court.

The modern parades began in 1953, the first new *Gum Lung* was imported in 1957 from Hong Kong, billed as one [city block](https://en.wikipedia.org/wiki/City_block) or 150 feet long. In 2015, the dragon, valued at $15,000, was 268 feet long, had a head that weighs 30 pounds, and was kept in motion for three hours during the parade. Another new dragon was introduced for the 2018 parade, now stretching to 288 feet long.

Usually, it is the Chinese Chamber of Commerce that organizes the "Miss Chinatown" competition. The contestant must be of Chinese descent, typically meaning her father must be Chinese, be between the ages of 17 and 26, be single, and compete in a pageant where judges evaluate aspects like their introduction, talent, swimsuit/form and fitness presentation. The 2025 Miss Chinatown USA contest will be held at the Saint Francis Hotel on February 14th.

More than one hundred groups take part in the parade. The judges are located at the end of the parade, in the reviewing stands at Kearny and Columbus Avenue. There, the judges choose float and group participant winners.

Trish Otstott, Roving Reporter 