



# EDN-MEDIA CONSULTANT PTE LTD

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ACRA/GEBIZ Reg No.: 200920028Z

## What is Chinese New Year Information X - Stand

(Height = 180cm X Length 80cm)





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## Text

### **What is Chinese New Year? (FIXED)**

Chinese New Year is undoubtedly the most important event in the Chinese calendar, and was traditionally a time to honour both traditional deities and familial ancestors. The celebrations last for 15 days, and reinforce cultural values such as family harmony, social relations and securing good fortune for the coming year.

### **When is it celebrated? (FIXED)**

Chinese New Year is celebrated by most Chinese in Singapore. The first day of the lunar new year usually falls between the winter solstice (dongzhi) and spring's beginning (lichun). This typically falls between 21 January and 20 February each year.

### **How is it Celebrated? (FIXED)**

Prior to the New Year, homes are usually swept; bamboo leaves are traditionally used to sweep the floor as it is believed that this would drive evil spirits out.

It is customary not to sweep, mop, scrub or wash on the first day of the Lunar New Year lest the good luck be swept away, with some even hiding their brooms.

Red scrolls and posters with auspicious sayings (chunlian, or spring couplets) are placed at the doorway. To usher in the new year, the Chinese wear new clothes and sometimes sport fresh hairdos.

Celebrations to usher out the old year and bring forth the luck and prosperity of the new one, therefore, often include firecrackers, fireworks, and red clothes and decorations. Young people are given money in colourful red envelopes. In addition, Chinese New Year is a time to feast and to visit family members.

**You can amend the text, please do it in red. The header is fixed.**



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## Customisable Character Standees

(Height = 1.45m X Length 1m)

DESIGN A



DESIGN B



DESIGN C



DESIGN D





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## Customisable Banners (Vertical)

**Portrait** (Height = 1.55m X Length 0.78m)





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## Customisable Banners (Landscape)

**Landscape** (Height = 3m X Length 0.9m)

DESIGN A



DESIGN B



DESIGN C



DESIGN D





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Package Option	QTY	Price	Total
<p><b><u>Package 1</u></b></p> <p>Package Includes:</p> <p>1) 1 Info " What is CNY " X-Stand 2) 1 Character Standee</p> <p>(Design A / Design B / Design C / Design D)</p> <p>Please Circle your choice</p>		\$300	
<p><b><u>Package 2</u></b></p> <p>Package Includes:</p> <p>1) 1 Info " What is CNY " X-Stand 2) 1 Landscape Banner <b>OR</b> 2 Vertical Banners</p> <p>(Landscape/Vertical)</p> <p>(Design A/ Design B/ Design C/ Design D)</p> <p>Please Circle your choice</p>		\$300	
<p><b><u>Package 3</u></b></p> <p>Package Includes:</p> <p>1) 1 Character Standee</p> <p>(Design A / Design B/ Design C/ Design D)</p> <p>Please Circle your choice</p>		\$200	
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