



K O R E A N
C E N T E R , I N C

PRESS RELEASE

For Immediate Release
Friday, August 16, 2019

Media Contact: Ellen Hong White
Phone: 415.806.8854

The 1st Annual Bay Area-wide Chuseok Festival Will be Held on Sept. 14th at The Presidio in San Francisco

San Francisco, CA -- The Korean Center, Inc. (KCI) is pleased to invite the greater Bay Area's community to an exciting new event -- the **1st Annual Chuseok Festival** -- to be held on Saturday, Sept. 14, 2019, 11am-5pm, at The Presidio in San Francisco. The Festival is designed to showcase and celebrate Korean culture and traditions, as well as the area's vibrant Korean American community.

KCI is partnering with the Presidio Trust, a Presenting Sponsor along with the Chong-Moon Lee Foundation, and has support from the Korean Consulate General of San Francisco and others. Among the invited VIPs are the Mayor of San Francisco, London Breed, and the Korean Consul General, Park Joon-yong.

The Festival, free and open to the public, is expected to draw thousands of Bay Area residents and visitors interested in experiencing and celebrating traditions. The Festival will offer an exciting stage program including: live performances of music (K-pop and traditional) and dance (including Ong Dance Co., K-pop cover dances), drumming, taekwondo and hapkido demonstrations, K-pop dance workshop, and more! Available on the lawn, family-friendly activities for all ages including traditional games, arts and crafts, traditional costume / hanbok photo booth, Julgu (rice pounding) and many other games and activities. A bojagi artist will also join us from Korea to teach her unique eco-friendly/reusable gift wrapping technique. The K-Food & Kimchi Festival, co-hosted by the Korean Consulate, MBC, and Media Purme, will also take place at the Chuseok Festival at the same time to showcase kimchi making demonstration and hands-on Korean food making session. Last but not least, exciting prizes will be raffled off throughout the day.

"We are thrilled to bring together all generations of the Bay Area Korean community to celebrate together and to show non-Koreans the fun and excitement of Chuseok," said Jordan Kang, Former Board Chair of KCI and member of the Festival Planning Committee.

The Festival will be held on the Civil War Parade Ground, with beautiful views of the Golden Gate Bridge and within walking distance to the Korean War Memorial. (Docent-led tours to the Memorial will be offered during the Festival.) Festival-goers will have more than ten Korean and other ethnic food trucks and booths to choose from. In addition, the Festival will showcase Korean American "makers" of products ranging from jewelry to artwork to clothing who will sell their unique offerings. Other Festival participants include community-based nonprofit organizations and government agencies that will be

on hand to share information about important resources and services. (Net profits from the Festival will go to support community programs and services through KCI and the Korean American Community Foundation of San Francisco.)

“We are thrilled to be a Presenting Sponsor of the Korean Harvest Festival, in partnership with the Korean Center, Inc. and the Korean Consulate General of San Francisco as part of our efforts to welcome new visitors to the park,” said Allison Stone, Director of Visitor Engagement, Presidio Trust. “Come with your family and friends for the festival, and stay for the views, hiking trails, beaches, museums, and all that your national park has to offer.”

We are grateful to our many sponsors and individual donors. In addition to those mentioned above, sponsors include: Mechanics Bank (Silver), Cardinal Education (Bronze), Memebox (Bronze), WireBarley (Bronze) and David & Lillian Chun (Bronze).

For more information about the Festival, please visit: <https://koreancentersf.org/chuseok2019/>

About KCI

The Korean Center, Inc. (KCI) is a community-based, nonprofit organization in the heart of San Francisco, established in 1974 to assist newly arrived Korean immigrants to realize their full potential in America through English language classes, training, and cultural and social services. In its 40+ years of service, KCI has evolved to offer a year-round Korean language program (King Sejong Institute) and cultural and educational programs -- including classes, workshops and events -- to promote Korean culture in San Francisco and the greater Bay Area. For more information, please visit: <https://koreancentersf.org/>.

Contact:

Ellen Hong White

Ethnic Media Services

415.806.8854

ellen@ethnicmediaservices.org