

Businesses and Community Team Up for the First Asian Festival on Main

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[Fairfax City, Virginia, Jun 29, 2021] – The [Old Town Fairfax Business Association](http://oldtownfairfax.org) will host its first [Asian Festival on Main](#) on Sunday, July 25, 2021 from 12:00 noon until 9:00 pm. The family-friendly, full day event will take place on Main Street in Old Town Fairfax, between University Drive and Chain Bridge Road.

In the heart of Old Town Fairfax, one block of Main Street will play host to culinary delights, [Curbside Kitchen](#) food trucks, teas, special brews and sours, performing artists, games, and a live muralist, [Henley Bounkhong](#). Added by the [Fairfax City Commission on the Arts](#) will be an Notable Americans of Asian Descent installation, curated by Literary Artist Sharon Chang.

The Asian Festival on Main concept was brought to the attention of the OTFBA in April of this year by [The Standard Barbershop](#) co-owner, Wendy Wong. The rest, as they say, is history.

Wendy Wong of The Standard Barbershop reached out to her property manager and OTFBA board members with an idea to highlight a few Asian American businesses. Jinson Chan, owner of [High Side](#) and OTFBA director, understood the vision and by the end of the meeting, it was settled that the OTFBA and business members would be planning a festival.

The first [Asian Festival](#) Event Committee was formed and tasked “to share the many Asian contributions and common interests enjoyed here in our diverse-rich community,” said Wendy Wong, also Event Chair.



Asian Festival Event Committee at [Mustang Sally](#) for a special brew.

L-R Sucha Khamnuwan, Eric Bryant, Wendy Wong, Shannon Duffy, Jinson Chan, and Josh Alexander

The Asian Festival on Main will require a street closure to vehicular access on the day of the event, July 25, 2021. City services assisted the event committee on best practices and plans. A special permit by Fairfax City Mayor and Council was granted on June 22, 2021 for the Main Street road closure. Joshua Alexander, Managing Partner of [Earp's Ordinary](#) and Chairman of the OTFBA, stated “The OTFBA could not host an event of this magnitude without the collaboration from our businesses and the expertise of the City’s Parks and Recreation, Police, Fire and Rescue, and Public Works. We are pleased to have the [City of Fairfax](#) as a partner and we are funding the costs with corporate sponsorships.” “The event is free to enter, vendors have a modest booth fee, and net proceeds will go to our AAPI charities”, Josh Alexander continued.

[KME.digital](#) donated digital and web services from the start. Architectural renderings and logistics assistance are provided by [Studio Ideya](#), small build and supplies are donated by [Twins Ace Hardware](#), volunteer management comes from [Massage Green](#), and the [Central Fairfax Chamber of Commerce](#) contributes to the planning and fundraising efforts.

Sponsors of the Asian Festival on Main include Mainstreet Bank, General Dynamics, Occam’s Razor Technologies, Sandy Spring Bank, and many more.

For more information, please visit [Asian Festival on Main](#) and see how you can get involved, attend the event, or both.

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[Old Town Fairfax Business Association](http://oldtownfairfax.org) (OTFBA) our mission is to promote a thriving economy that enhances Fairfax City’s quality of life and strengthens member businesses.