

# PRESS RELEASE



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Old Town Fairfax Business Association  
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## Old Town Fairfax Business Association Hosts 3rd Annual Asian Festival on Main

Businesses and the City of Fairfax Community Celebrate  
Asian Cultures and Traditions During AANHPI Heritage Month

The Old Town Fairfax Business Association (OTFBA) is excited to host the third Asian Festival on Main on Sunday, May 21, 2023 from 12:00 noon until 6:00 pm, with a rain date of Sunday, June 4, 2023. The Asian Festival on Main was created to bring people together and highlight cultural diversity through food and entertainment. This annual street festival presented by Hollywood Casinos at Charles Town Races returns during Asian American Native Hawaiian & Pacific Islander (AANHPI) Heritage Month. With the support of the Old Town Fairfax businesses, the City of Fairfax, and various contributors within the Asian community, this event brought 18,000 attendees in May 2022. By more than doubling the attendance from its initial year in July 2021, the Asian Festival on Main Committee again decided to expand the festival area footprint to make this event one of the City of Fairfax's marquee celebrations of the year.

This fun, free, family-friendly event, which takes place on Main Street in Old Town Fairfax, between University Drive and Old Lee Highway/East Street, will this year include Old Town Square. Highlights include more than 50 Asian food vendors serving culinary delights and 50 non-food vendors and exhibitions including DMV Itasha, a popular car club featuring Anime-themed wrapped cars. The festival will begin with the return of the Choy Wun Lion Dance Troupe, as two lions will dance through Old Town Fairfax to awake a third lion sleeping at Old Town Square. Several cultural performances, will be showcased at the Main Stage located at Old Town Square and the auxiliary stage located on Main Street, are scheduled including headliners Philippines King of R&B **Jay R**, Asian Festival on Main alum and winners of the iHeart Radio & Hot 99.5 DC Competition with the song "Lucid" featuring **Leif and J Matty**, and Bharathanatyam, an Indian classical dance form with founder and guru **Indrani Davaluri**, who holds a Masters in Performing Arts and has over 700 performances all over the world to her credit. The festival will include the very popular cosplay costume contest again this year and is excited to see the results participants' imagination and creativity. Local actor, podcast host, and 2015 Mrs. District of Columbia, Elaine Espinola Keltz, will return as the event host and emcee, and Councilmember So Lim will welcome attendees with an opening address.

Festival Chair and local business owner of High Side, Jinson Chan shared, “We are excited to expand the festival this year along University Drive and include Old Town Square to provide even more opportunities to highlight Asian businesses and culture. We appreciate all of the hard work of the volunteers and support of our sponsors that make this event possible.”

On November 15, 2022, Fairfax City Mayor and Council approved the road closures necessary for the event and a generous in-kind donation of City services to ensure the safety of festival attendees. OTFBA appreciates having the City of Fairfax as a partner in this event highlighting Asian contributions to our diverse community. We are also excited again to partner this year with Asian American Youth Leadership Empowerment And Development (AALEAD), a non-profit group that supports low-income and underserved Asian American & Pacific Islander youth with educational empowerment, identity development, and leadership opportunities through after school, summer, and mentoring programs. A special art installation designed by Debra Wright Studio will be created at Old Town Square called the Unity Tree, where attendees may write their wishes on colorful tags and will be encouraged to make a donation to AALEAD. The Unity Tree will continue to be on display for 1-2 weeks after the event for all to enjoy.

The City of Fairfax Mayor Catherine Read shared, “There is so much excitement in our community for the annual Asian Festival on Main. It celebrates the many Asian cultures, traditions, and cuisines that make our city and our region so vibrant. It has quickly become a favorite city event.”

The Mayor and City Council presented a proclamation to the OTFBA, committee members of the Asian Festival on Main, and local Asian business owners to recognize May as Asian American Native Hawaiian Pacific Islander Heritage Month in the City of Fairfax on Tuesday, May 9, 2023.

Chris Bruno, Director of the Fairfax City Economic Development Office adds, “We are excited that the OTFBA is again hosting the Asian Festival on Main this year in the cultural and social heart of Fairfax City. The OTFBA, as the merchants association representing all of Old Town Fairfax’s businesses, promotes the neighborhood as a great place to own a business, visit, and spend time - and this program accomplishes that many times over. As an organization, the OTFBA has helped frame the conversation around Old Town being a premier Northern Virginia destination.”

For more information, please visit [asianfestivalonmain.com](http://asianfestivalonmain.com) which highlights everything you need to know about attending this unique event.

\*\*\*Images and Interviews Available Upon Request

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