

PRESS RELEASE



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Old Town Fairfax Business Association
Fairfax, Virginia
May 10, 2023

Old Town Fairfax Business Association Hosts Its 4th Annual Marquee Event: Asian Festival on Main

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

The Old Town Fairfax Business Association (OTFBA) looks forward to hosting its annual marquee event of the year. The fourth Asian Festival on Main will take place on Sunday, May 19, 2024 from 12:00 noon until 6:00 p.m., with a rain date of Sunday, June 2, 2024. Quickly becoming one of the largest annual events in the City of Fairfax is just its first three years, the Asian Festival on Main has also become one of the largest Asian showcases in the Washington DC Metro region.

The Asian Festival on Main was created to bring people together and highlight cultural diversity through food and entertainment. This annual street festival is supported by many local business including its title sponsor Ox Hill Companies and its presenting sponsor by Hollywood Casinos at Charles Town Races returning to the festival for their second and third years respectively. Returning event sponsor Main Street Bank continues to support the Old Town Fairfax Business Association's community event along with the Virginia Lottery who is a new event sponsor and participant this year.

Celebrating Asian American Native Hawaiian & Pacific Islander (AANHPI) Heritage Month, the City of Fairfax is also an integral in-kind sponsor supporting the event through several city departments including Fire, Police, EMS, Parks & Recreation, Signs & Signals, Public Works, and more. With the additional support of the Old Town Fairfax businesses 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 of 7,500, the Asian Festival on Main Committee again decided to expand the festival area footprint in May 2023 bringing in to make this event one of the City of Fairfax's marquee celebrations of the year bringing in 26,000 attendees.

This fun, free, family-friendly event, which takes place on Main Street from Chain Bridge Road to Blenheim Boulevard and on University Drive between Sager Avenue and North and will again include Old Town Square. Highlights include 11 food trucks plus more than 60 tents of Asian food vendors serving culinary delights and over 70 non-food vendors and exhibitions. DMV Itasha, a popular car club featuring Anime-themed wrapped cars will return for photo ops which this year will be located on University Drive near North Street. The festival will begin with the return of the Choy Wun Lion Dance Troupe, featuring both the traditional lions and this year will include a dragon to celebrate the Lunar Year of the Dragon. The dance troupe will begin at approximately 11:45 AM at the intersection of Main Street and University Drive to guide the festival attendees to Old Town Square for the opening festivities at 12:00 PM. Several cultural

performances will be showcased at the Ox Hill Companies Stage located at Old Town Square and the Hollywood Casinos Stage located on Main Street. New this year, Earp's Ordinary on Main Street will feature the DMV area's most unique Asian Band, Infusion, who re-imagines famous South Asian and Western music pieces through a modernist lens to create a unique sound. Infusion will perform on the indoor stage at Earp's Ordinary from 1:00-2:30PM. 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 Councilmembers So Lim and Tom Ross will welcome attendees with an opening address.

On April 30, 2024, Fairfax City Mayor and Council presented the Old Town Fairfax Business Association with a Proclamation celebrating Asian American Native Hawaiian Pacific Islander (AANHPI) Heritage Month. The OTFBA appreciates having the City of Fairfax as an annual 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.

"The Asian Festival on Main grows exponentially each year with more attendees, vendors, entertainers, partners and sponsors. There is a rich cultural diversity within the Asian community that offers delicious street food, music and dance traditions, art and traditional clothing from many different countries," said Fairfax City Mayor, Catherine Read. "Fairfax City is delighted to host this event each May and we welcome people from around the region to join us."

Tess Rollins, OTFBA Executive Director and this year's Festival Chair adds, "As a first generation Asian American, I am very honored and proud to be a small part in showcasing Asian cultures and traditions to both the City of Fairfax community and the DMV region. 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, explore the Downtown area, and hopefully return again to discover even more as a premier Northern Virginia destination."

***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.