



PRESS RELEASE - FOR IMMEDIATE RELEASE

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TIJUANA KICKS OFF BEIJING OLYMPICS WITH CHINESE FOOD AND CULTURAL FESTIVAL ON REVOLUTION AVENUE

This Olympic Weekend celebration on August 9th and 10th along Avenida Revolución will feature Chinese art, music, kung fu, more than 60 Chinese food stands, and a raffle for a trip to China. More than 8,000 visitors, including the Consul General of the Republic of China in Tijuana, Baja California's Chinese Community, and tourists from throughout Southern California, are expected in events highlighting Baja California's historic ties with China.

Tijuana, Baja California, August 6, 2008 – The Beijing Olympics come to Tijuana's famous Revolution Avenue on August 9th and 10th with the inauguration of Tijuana's 2008 *Chinese Festival*, a celebration of the food, art, and culture of China. The event, sponsored by Tijuana's Convention and Visitors Bureau, the Tijuana chapter of the National Chamber of Restaurants (CANIRAC), and the non-profit Chinese Community Association of Baja California, will cover three city blocks just minutes from the San Ysidro border crossing and include traditional food, Chinese ink paintings, a Dragon Dance, a kung fu exhibition, dancing, and fireworks.

“Very few people realize the historic ties and extensive Chinese immigration to Baja California during the early-20th Century,” states Ana Alicia Meneses, President of the Tijuana Convention and Visitors Bureau. “There are more than 9,000 citizens in Baja California with Chinese

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ancestry, more than 250 Chinese restaurants in Tijuana, and Aeromexico's has direct flights between Tijuana and Shanghai that can really bring Tijuana and San Diego region closer to China in the future. Our *Chinese Festival* celebrates those ties, and gives families and visitors to Tijuana a fun and safe place to get a taste of China on the opening weekend of the Olympics."

This free, public Festival will take place between 3rd and 5th Street along Avenida Revolución starting at 12:00 noon on Saturday, August 9th, with an official inauguration of the event at 7:00pm, and the retransmission of the Beijing Olympics opening event starting at 9:00pm. The weekend celebration will continue on Sunday, August 10th at 12:00 noon, and end at 7:00pm. Over 60 food stands will be serving Chinese food, desserts and candies, as well as both Tsing Tao and Tijuana beers. Artists will be exhibiting original paintings and photographs, offering Chinese name translations, and even demonstrating a traditional Chinese Tea Ceremony.

Visitors to the China Festival will be able to enter a raffle to win a "China Getaway" package that includes round trip tickets and hotel. Also, weekend visitors can enjoy the Festival and explore other Tijuana destinations (such as the remodeled Caliente Casino, or Tijuana's Cultural Center) by taking advantage of a special "two-nights-for-one" weekend rate at the luxurious Hotel Lucerna, where guests staying a Friday and Saturday night pay only the cost for one night (through September 1) – a great bargain at one of Tijuana's many secure and comfortable hotels.

Those coming to Tijuana's 2008 China Festival can choose to drive into the city; park in San Ysidro and take advantage of Mexicoach's roundtrip bus service to Avenida Revolución; use taxi services or the new City Tour bus immediately across the border; or walk the few blocks to the Festival. The Tijuana Convention and Visitors Bureau and U.S. Border Authorities remind visitors to Tijuana to bring a copy of their birth certificate plus a drivers license, or a passport, to ease northbound border inspections

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For more information, contact the Tijuana Convention & Visitors Bureau toll free from the U.S. at 1-888-775-2417, or visit their website www.TijuanaOnline.org. Also, contact Tita Murillo of CANIRAC at rp@caniractijuana.com.mx