



Press Information

ROMFORD CELEBRATES A SPECTACULAR CHINESE NEW YEAR

Romford BID's Chinese New Year celebration on Saturday 25th January, was a resounding success, with footfall to the town 15% higher than the previous year's event. The sun shone all day as the community gathered to ring in the Year of the Wood Snake, with a day filled with FREE, family-friendly activities and entertainment for all ages.

This year's event featured more captivating experiences than ever before. Visitors were treated to breathtaking traditional Chinese lion performances, along with appearances from giant pandas that captured the hearts of families. Roaming God of Wealth entertainers and magical performers added a sense of surprise, while live music and energetic drumming performances kept the crowd engaged throughout the day.

In addition to the performances, attendees enjoyed interactive cultural activities, such as calligraphy and origami workshops, and kids had the chance to enjoy free face painting by talented local artists.

Food lovers were also in for a treat, with Wokabout handing out just under 3,000 free spring rolls to crowds in the marketplace. Inside Romford Shopping Hall, Pearl of the Orient gave out free fortune cookies, and lucky red envelopes were distributed by Kiddiewinks.

Julie Frost, Director of Romford BID, commented, *"This year's Chinese New Year celebration was a tremendous success, and we're overjoyed by the positive response from our community. The giant pandas were an absolute hit and added a magical touch to the day - families were lining up for photos! We're proud to host events that celebrate diversity and bring people together, and we look forward to continuing this tradition in the years to come. Thanks to everyone who joined us in the sunshine - we couldn't have asked for a better day to mark the occasion."*

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