

***MRBI 2019 “Full Moon Fest”***  
***September 21 & 22, 2019 (Saturday & Sunday)***  
***10am-10pm***

***Schabarum County Park,***  
***Rowland Heights, CA***



## ***The Legend of the Moon Festival***

Once upon a time, there were ten suns in the sky, scorching many crops and people to death. The Emperor of Heaven summoned Hou Yi to shoot down nine of the suns. Hou Yi succeeded, the weather soon recovered and life was saved. Hou Yi was

rewarded with the elixir of immortality. While Hou Yi was still on the Earth, he met Chang Er, they fell in love and were married.

Hou Yi wanted to spend his life with Chang E forever, so he went to ask for the elixir of life. He was granted and given the elixir for him and Chang Er. He returned home and told Chang Er and they decided to drink it together on the 15th day of the 8th lunar month when the moon was round and bright. But a wicked man named Feng Meng overheard them and wanted the elixir for himself.

Feng Meng went to Hou Yi's home and forced Chang E to give him the elixir. She knew that she could not defeat Feng Meng so, with no other choice, she drank the elixir all by herself. When Hou Yi came back, he found that his wife had been lifted to Heaven. Chang Er decided to live on the Moon because it's closest to the Earth. Thus, people started admiring the moon on this day. Later, Chang Er and Hou Yi came to represent the yin and yang respectively (the moon and the sun).

## Moon-Cakes



Moon-cakes are eaten during the Moon Festival. This round pastry can contain various ingredients in a thin crust. Most of the flavors are sweet, with lotus seed paste or sweet bean paste in the center.

Nowadays, Chinese communities all over the world **eat moon cakes during the Moon Festival**, such as the Chinatowns in the USA, Canada, Europe, Australia and throughout the world. Some countries like Vietnam, Korea and Singapore also celebrate this traditional festival.

# Full Moon Fest

## The Annual Chinese Event in Southern California

Event Name:	Full Moon Fest
Purpose:	Celebrate and Showcase of 5,000 Years of Chinese Cultures
Organizer:	KAZN-1300AM KAHZ-1600AM KMRB-1430AM KALI-900AM KXLA-SINO TV
Time of Event:	9/21/19 & 9/22/19 (Saturday & Sunday) 10:00AM – 10:00PM
Attendance:	Approx. 50,000+ per day

### The 1st MRBI “Full Moon Fest”

The Alhambra Lunar New Year Festival organized by KAZN-AM1300, KAHZ-AM1600, KMRB-AM1430, KALI-AM 900, & KXLA-Ch.44.2 (properties of Multicultural Radio Broadcasting, Inc.) will come to life on **September 21 & 22, 2019** at Schabarum LA County Park, Rowland Heights.

MRBI with a decade-long history of providing quality Chinese programming and community outreach also has a long track record of active community services and event organizations. Over the years, MRBI has organized numerous events that celebrate both Chinese and American holidays with listeners, offering them seminars, concerts, parties, sports and entertainment competitions and taking them out on field trips.

This year’s “Full Moon Fest” promises to be the first large-scale, culture-centered and free-to-public event ever held by a Chinese language media that focus on rich and unique performances, both traditional and contemporary, from **Mainland China, Taiwan, Hong Kong, & Singapore** in addition to many culture-themed booths, activities and entertainments.

The main celebration is a two-day park festival at Schabarum County Park, the heart of the Chinese commercial district in the East side of Los Angeles County. MRBI's festival's attendance has increased steadily over the years, now averaging 50,000. Corporate utilizes this venue to reach out to the Asian communities.

The event will also be promoted in social media like Wechat, Facebook, Instagram, etc. to attract different ethnics to the fun event.

The sights and sounds of the festival and the pure fun will bring thousands & thousands of people from all Ethnic groups to share and learn about Chinese history and culture.

### Corporate Community Exposure

As an exhibitor at MRBI Festivals, you get direct access to thousands of community members looking to explore trendiest and most exciting products such as gifts, novelties, apparel, variety, services and more! And as a corporate sponsor, this is an excellent gateway to reach highest Asian purchasing power and create brand awareness.

### Festival Entertainment

There will be a wide array of entertainment presented during the 1st Full Moon Fest. From traditional to contemporary performances, performers will display their talents on the stage setup by the organizer. Throughout the day on the festival, the performing artists will entertain, such as dance groups, martial arts demonstrations, and more. People can bring their own lawn chairs and picnic blankets to enjoy the entertainments on the stage and enjoy our hundreds of gourmet and exotic food.

### **The Festival Is Free**

**Vehicle Entrance Fee \$6 per vehicle**

(Booth Fee and Sponsorship in separate attachments)