



## **PANDA EXPRESS INVITES GUESTS TO CELEBRATE CHINESE NEW YEAR AND DISCOVER THE JOY OF ONE OF THE WORLD'S LARGEST HOLIDAYS**

*America's favorite Chinese kitchen rings in the Year of the Rooster by bringing people together through food, culture and festive traditions*

**ROSEMead, Calif. (Jan. 23, 2017)** –America's favorite Chinese kitchen, Panda Express, invites all guests to join them in celebrating Chinese New Year and discover more about the festival recognized annually by millions of people around the world.

Panda Express marks the Year of the Rooster with a campaign dedicated to sharing the delight of Chinese New Year and educating guests about the rich traditions and history of the holiday. Centered on the importance of family, friends and culture, Chinese New Year is a time to bring together generations of loved ones, enjoy special feasts and welcome in new beginnings. As the home of American Chinese cuisine, the restaurant looks to extend the festivities to its Panda family and valued guests around the world.

"The spirit of Chinese New Year is at the heart of what Panda Express commits to doing every day in our restaurants and communities, which is to bring family and friends together through food and shared experiences," said Peggy Cherng, co-chair and co-chief executive officer of Panda Restaurant Group. "The hope for our Chinese New Year celebration is to broaden the understanding and appreciation for a holiday that honors respect for others and time with family. We believe this is a universal message to which everyone can relate."

As a holiday celebrated across all generations, Panda Express aims to inspire kids and kids at heart to find the deep meaning of Chinese New Year – from the food on their tables to the color symbolism used to welcome good health and happiness. To encourage this curiosity and education, the restaurant has created an interactive website, [CelebrateCNY.com](http://CelebrateCNY.com), featuring an animated Fortune Tales video about the 15-day Chinese New Year festival. The site also includes Panda Express' Learn with Me program for teachers and parents, which features downloadable activities for kids and a classroom curriculum for educators. Created in support of the restaurant's mission to motivate children to learn and appreciate other cultures, more than 6 million students have learned about Chinese New Year through Panda's educational materials and in-class sessions led by the company's associates.

To bring to life the universality of Chinese New Year for consumers everywhere, Panda Express and PepsiCo, the restaurant's exclusive beverage partner for nearly 30 years, have created a touching short film about the power of family and friends, traditions and food that brings people together to celebrate. The film can be viewed by clicking [here](#).

Panda Express invites guests to discover the joy of Chinese New Year at one of its 1,900 locations from now until Feb. 21. In honor of longstanding Chinese New Year traditions, the restaurant will offer special promotions, including:

- **Celebration Kit** – With every order of a Family Feast (three entrees and two large sides), guests will be given a Celebration Kit which includes a red table runner, Chinese New Year stickers, a dragon car decal, “Know Your CNY” card game and two red envelopes to help commemorate the holiday and welcome good fortune with family and friends.
- **Red Envelope (hongbao)**– A symbol of good fortune for the New Year, red envelopes are given to loved ones with a gift tucked inside. Guests who visit any Panda Express on Jan. 28 will receive a red envelope containing coupons for a free 22-ounce Dr. Pepper and a free Firecracker Chicken Breast entree, redeemable during a future visit.
- **Firecracker Chicken Breast**– Panda’s Firecracker Chicken Breast, a festive dish symbolizing the fireworks believed to ward off bad luck in Chinese culture, has returned for a limited time.

For more information on Panda Express and Chinese New Year traditions, visit [CelebrateCNY.com](http://CelebrateCNY.com). For media inquiries, contact [panda@havasformula.com](mailto:panda@havasformula.com). Follow Panda Express on [Facebook](#), [Twitter](#) and [Instagram](#), and join the conversation using #CelebrateCNY.

### **About Panda Express**

Panda Express, America’s favorite Chinese kitchen, is best known for its wide variety of original recipes including its Original Orange Chicken™, SweetFire Chicken Breast®, award-winning Honey Walnut Shrimp™ and Shanghai Angus Steak™. Founded in 1983 and now with more than 1,900 locations throughout the U.S., Puerto Rico, Guam, Guatemala, Canada, Mexico, Dubai, Saudi Arabia, Korea, and Japan, Panda Express is part of the family owned and operated Panda Restaurant Group, the world leader in Asian dining experiences that also includes Panda Inn and Hibachi-San. For more information, visit [pandaexpress.com](http://pandaexpress.com), or follow on [Facebook](#), [Twitter](#) or [Instagram](#).

### **Contact:**

Jennifer Brough  
HAVAS Formula (on behalf of Panda Express)  
310-578-7050  
[panda@havasformula.com](mailto:panda@havasformula.com)

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