



**EXPERIENCE PANDAMONIUM™  
1,100 PANDAS & GROWING.**

pandaexpress.com

喜悅  
(joy)

SINCE 1983

## ***FACT SHEET***

**Media Contacts:** Ann Moreno (949) 261-2216, ann@mmpr.biz

**FOR IMMEDIATE RELEASE**

### **CHINESE NEW YEAR • JAN. 26 – FEB. 9, 2009**

#### **About Chinese New Year**

Legend has it that the jade emperor called all the animals together to run a race. The first 12, in order of finish, would be selected to rule over one year in a 12 year cycle. During the race the rat hitched a ride on the back of the slow but persistent ox. When the ox was a few feet from the finish line, the rat jumped off and raced ahead to claim victory and first place in the chronological listing of: rat, ox, tiger, hare, dragon, serpent, horse, ram, monkey, rooster, dog and boar. Chinese New Year starts on the first day of the first moon of the Chinese lunar calendar and lasts for 15 days. On New Year's Eve, families share a delicious feast and at midnight the skies light up with fireworks. On New Year's Day, parents hand out red envelopes with money to their children and visit their friends and relatives to exchange greetings and gifts. For the first few days of the celebration, lion dances and firecrackers are used to scare away evil spirits.

#### **About the Year of the Ox**

2009 is the Year of the Ox. Those born in 1913, 1925, 1937, 1949, 1961, 1973, 1985 and 1997 are born leaders, patient, speak little but eloquently, are generally easy-going, inspire confidence in others and are mentally and physically alert.

#### **About Panda Restaurant Group (PRG)**

Founded 35 years ago, by Andrew and Peggy Cherng, Panda Restaurant Group (www.pandarg.com) has more than 1,100 locations in 36 states and remains privately-held, as the world's leader in Asian restaurants. The successful chain of concepts includes Panda Express, Panda Inn and Hibachi-San. Placing an emphasis on philanthropy, Panda Restaurant Group has donated a combined total of over \$1.5 million to charitable efforts in 2008.