



## FOR IMMEDIATE RELEASE

### Colorado Dragon Boat Media Contact:

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## THE LARGEST DRAGON BOAT FESTIVAL IN THE USA AND AANHPI CELEBRATION IN THE ROCKY MOUNTAIN REGION RETURNS TO SLOAN'S LAKE PARK.

CELEBRATING THE YEAR OF THE WOOD DRAGON!

**DENVER, CO** — The Colorado Dragon Boat Festival, the largest dragon boat festival in the United States and the premier AANHPI (Asian American Native Hawaiian Pacific Islander) celebration in the Rocky Mountain region, is excited to announce its return to Sloan's Lake Park on July 27 and 28, 2024. Following a record-breaking attendance of over 200,000 people in 2023, this year's festival promises to be bigger and better than ever.

This family-friendly, free-admission event will once again transform Sloan's Lake Park into a vibrant hub of culture, friendly athletic competition, and community. Attendees can look forward to thrilling dragon boat races, a diverse array of delicious food vendors, a bustling Asian marketplace, and a full lineup of entertainment that showcases the rich heritage of AANHPI communities. And don't forget about our Dragonland area for kids and education!

"We are incredibly proud to host the largest dragon boat festival in the country and the largest AANHPI celebration in the Rocky Mountain region," says Sara Moore, Executive Director of Colorado Dragon Boat. "Our festival is a testament to Colorado's dedication to cultural diversity and unity. This is our 24th year in existence and each year we see more and more people coming together to celebrate! It brings us immense joy to see so many people at our festival being immersed in our amazing AANHPI cultures."

The Colorado Dragon Boat Festival is a celebration of cultural diversity and community spirit. While admission is free, donations are welcomed to support the festival's operations and programming, organized by our 501(c)(3) nonprofit, Colorado Dragon Boat.

Join us for an unforgettable weekend of culture, friendly competition, and community at the 2024 Colorado Dragon Boat Festival!

**Festival Facts:****What:**

2024 Colorado Dragon Boat Festival, a family-friendly celebration of Colorado's rich Asian American Native Hawaiian Pacific Islander heritage. This year we are celebrating the Year of the Wood Dragon.

**When:**

**Races Start:** 8am - dusk both days

**Festival Official Land Start:** Saturday, July 27, 10 a.m. to 7 p.m., and Sunday, July 28th, 10 a.m. to 5 p.m.

**Where:**

Sloan's Lake Park (West Side) – 25th Avenue and Sheridan Boulevard, northwest Denver

**Cost:**

FREE Admission (Donations are greatly appreciated)

*\* Please note that it is a fenced in event. There will be bag checks as you enter the festival so, please be sure to leave all unauthorized items at home!*

**Transportation:**

We encourage all attendees to use Lyft/ Uber, or bike/walk to get to and from the festival. We have a FREE SHUTTLE to and from Auraria Campus (onsite parking is \$10)

**There is NO PARKING onsite at the park.**

**Who's Invited:**

**EVERYONE!**

## Highlights of the 2024 festival include:

### Exciting New Attractions!

Get ready for a festival experience like never before with our exciting new attractions at the 2024 Colorado Dragon Boat Festival! Back by popular demand, we'll have live art demos featuring amazing local artists like Casey Kawaguchi, Grace Gee, Ratha Sok, and more! New this year is our **Artist Alley**, showcasing incredible poster designs from our annual contest. Marvel at the creativity from artists from all over the world and right here in Colorado. We have student submissions from kindergarten to college. Get inspired for next year's design contest that will feature the year of the Fire Snake and our 25th anniversary of CDBF!

For those looking to unwind, don't miss our new **Spirit of the Dragon area**, where you can enjoy refreshing cocktail drinks sponsored by the Asian Beverage Company and Love Tito's. Sit back with your refreshing drink as you cheer on your favorite race teams as they soar across the lake.

Don't forget that you can purchase water, Pepsi, and MolsonCoors products from our Non Profit Partner booths located in the Taste of Asia Food Courts as well as by the Band Stage. All proceeds from these purchases goes directly to the nonprofit selling these beverages and Colorado Dragon Boat (the nonprofit that hosts CDBF).

### Let's Awaken the Dragons!

Join us on Saturday, July 27th, at 9:45 am for the official opening of the 2024 Colorado Dragon Boat Festival! The festivities begin with Shaolin Hung Mei Kung Fu parading a vibrant 75-foot traditional Chinese Dragon through Sloan's Lake Park, symbolizing the banishment of negative energies and bringing good luck to all.

After the welcoming speeches, actors will share the fascinating history and culture of Dragon Boat racing. Buddhist monks from the Great Dharma Chan Monastery will offer a formal blessing, followed by a procession to the shoreline for the traditional "eye dotting" ceremony. This ritual awakens the dragon boats' senses, ensuring a safe and successful day of racing.

Stick around to see the spectacular 75-foot Dragon Dance, a dazzling performance that will leave you in awe. Don't miss this unique and exciting kickoff to the festival!

### See those Dragons Soar!

With over 45 teams competing, the 2024 Colorado Dragon Boat Festival promises a weekend full of excitement and friendly competition. Watch as teams paddle their way to victory in two types of boats: the sleek Hong Kong-style and the colorful Flag Catching boats.

This year, we're excited to welcome a special youth and police team all the way from Florida! Don't miss the chance to cheer on these incredible teams as they battle it out on the water. It's going to be an unforgettable experience for the whole family!

## **Taste the Flavors of Asia!**

Prepare your taste buds for a culinary journey at this year's festival! With over 30 food vendors offering mouth-watering dishes from all over Asia, there's something to satisfy every craving. From savory dumplings and sizzling satay to sweet treats and refreshing bubble tea, our diverse food lineup promises a delicious adventure for the whole family. Come hungry and leave happy as you explore the vibrant and flavorful world of Asian cuisine at CDBF!

## **Discover Treasures at our Asian Marketplace!**

Explore a vibrant world of culture and creativity at our Asian Marketplace, featuring over 75+ vendors! Browse through a unique mix of nonprofits, Asian vendors, and local community businesses offering an array of products and services. A staple at our marketplace is, of course, the large Truong An tent you can see from a mile away. And don't miss our Community Craft Tents, showcasing the talents of independent artists from the community with handmade crafts and one-of-a-kind creations. Whether you're looking for unique gifts, delicious treats, or just want to support local artisans, our marketplace has something for everyone!

## **Experience the Magic of Live Performances!**

Get ready to be amazed by the incredible performances at the 2024 Colorado Dragon Boat Festival! With three stages set up throughout the festival, we're hosting over 60 spectacular shows over the two-day event. Enjoy a diverse array of performances from the AANHPI community groups, showcasing their rich culture and artistic talents. From traditional dances and music to contemporary acts, there's something for everyone to enjoy. Don't miss this vibrant celebration of heritage and artistry!

## **Something for the Whole Family!**

Kids and families, get ready for endless fun and adventure in Dragonland! Our exciting kids' area features trampolines with Eurobungy, face painting, and balloon fun. Enjoy the enchanting Dragon Tunnel collaboration brought to you by Four Mile Historic Park and Tianyu Arts & Culture Inc. Plus, get creative with arts and crafts with the Great Wall Chinese Academy booth and explore the wonders of cosmological origami. It's the perfect spot for kids to play, learn, and make magical memories!

## 2024 Colorado Dragon Boat Festival is **SPONSORED BY:**

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### **About Colorado Dragon Boat**

*The mission of Colorado Dragon Boat is to build bridges of awareness, knowledge, and understanding between the diverse Asian American, Native Hawaiian, and Pacific Islander (AANHPI) communities and the general public through cultural education, leadership development, and athletic competition.*

*Colorado Dragon Boat is a 501(c)3 nonprofit organization promotes and celebrates the Asian American, Native Hawaiian, Pacific Islander communities through our four programs: the Colorado Dragon Boat Festival, the Colorado Dragon Boat Film Festival, the AANHPI Emerging Leaders Program, and the new Riverdale Regional Park Dragon Boat Regatta. For more information please visit our website at [www.cdbf.org](http://www.cdbf.org).*