



Dedicated to enriching our community by promoting the diversity of Asian culture through cultural activities and participation in community events



ASIAFEST '23

The 19th Annual Plano Asian Heritage Festival



Music. Fashion Show. Martial Arts. Cultural Booths. Food Vendors. Fun Kids Activities.



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Organization Summary

- **ASIAFEST '23, the 19th Annual Plano Asian Heritage Festival, is organized by the Celebrating Asian American Heritage Foundation (CAAHF)**
- **CAAHF is a non-profit 501(c)(3) organization**
- **CAAHF and ASIAFEST staffing are comprised of all non-paid volunteers from North Texas communities**
- **AsiaFest Website: <http://www.AsianAmericanHeritage.org>**



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Celebrating Asian American Heritage Foundation (CAAHF)

Formed February 18th 2005

COLLIN COUNTY

Plano reveals in its diversity with festival

More than 1,000 people gathered at the festival to celebrate the diversity of the city. The event was held at the Chinese Garden in Plano, Texas. The festival featured a variety of activities, including a parade, a dance performance, and a food fair. The festival was a great success and was well-received by the community.

Photo by [Name] for the [Publication].

Page 4A — Plano Star Center — Saturday, March 5, 2005 —

"Sometimes when people think of Asians, all they think about is noodles and chopsticks. But there are a lot of different cultures in Asia..." — KRISTINA WALKER

New group promotes Asian culture

BY SHAWN FLOYD
SOU JAPAN

There's a new Asian nonprofit in town. The name of the organization is Celebrating Asian American Heritage Foundation and the organization's goal is twofold. First, the group, headed by George Wong, Jan Li, and Kristina Walker, wants to make sure that everyone is acquainted with Asian culture. It even has the plan to hold an Asian Heritage Festival on May 8. On that day, the festivities will take on two distinct forms.

The first is an outdoor festival from noon to 5 p.m. at Juggler Park in downtown Plano. Musical art demonstrations, fun and drop-in classes and other traditions Asian dancers will be featured. The group also plans to focus on Asian arts and crafts, including Chinese calligraphy.

Later this year, on Oct. 2, the organization plans to host a concert at the Community Center, where there will be everything from music to folk dances to a fashion show of local models from Asia dressed in their traditional garb.

From the inception of the program, Walker, co-creator of the Asian American Association, says, "We want to learn all about the customs and traditions of the different ethnic groups from Asia and Southeast Asia. Some of them other and want to make the world better than it already is."

Walker says that people who have never visited Asia tend to think of it as "exoticism," she says.

Members of the Celebrating Asian American Heritage Foundation are, from left to right, Vivian Li, Patrick Ng, Jan Li, Cui Lu, Walker, Stephen Li, and George Wong.

Walker is the founder of the Asian American Association, a Plano resident who teaches Chinese culture at Southern University in Oklahoma. The festival is just a first step for the group. After that comes a

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Bringing Unity In Diversity to Plano For 18 Years



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The Objective of CAAHF

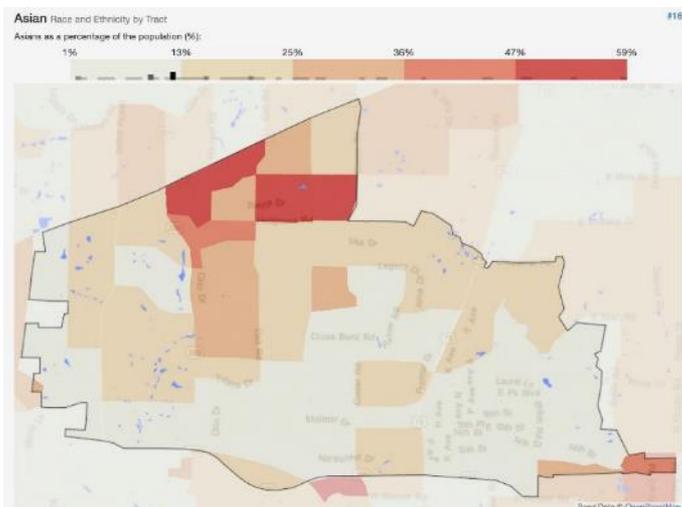
- To create opportunities for first generation immigrants to integrate with their community**
- To give later-generation Asian Americans occasion to celebrate and exhibit their dual heritage**
- To set a stage for the diverse communities of Plano to come together and interact at various levels**
- To reflect the desires of the Asian community to contribute to and to enrich the cultural diversity of the city and beyond**



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Demographics

- ✦ **22%** of Plano population is of Asian descent according to US Census Bureau's **2021 QuickFacts**
- ✦ **23%** of the PISD student body is of Asian descent per PISD's **2021-2022 Student Ethnicity Report**
- ✦ **The Asian community comprises the largest ethnic minority group in Plano per US Census Bureau's 2021 QuickFacts**



Statisticalatlas.com's presentation of US Census data shows several tracts in Plano with **30, 40, and 50** percent Asian Households.



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Plano AsiaFest 2022

- ❖ **First year the Festival was both in-person and livestreamed online**
- ❖ **Hosted an Asian Art Exhibition for the Month of May in the Courtyard Theater**
- ❖ **AsiaFest '22 was funded in part by the City of Plano for 2022, which enabled AsiaFest to be listed in the City Calendar and promoted in the City Newsletter**



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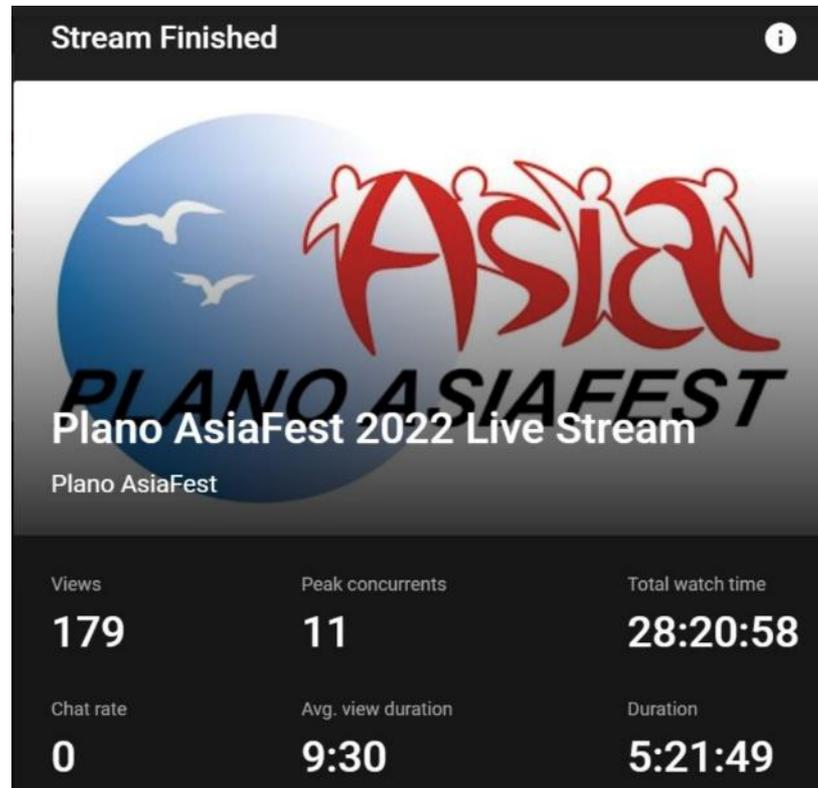
Plano AsiaFest 2022

- ❖ **27 Live Performances in the Park**
- ❖ **New diverse performances included:**
 - ❖ **K-pop dance from Plano West High School**
 - ❖ **2 local Asian American pop singers (English, Cantonese)**
 - ❖ **Hawaiian/Polynesian acoustic band**
- ❖ **Food vendors providing Asian and fair-style food and drinks**
- ❖ **50+ booths for variety of vendors, companies, and nonprofit organizations**
- ❖ **Children's area included art station, free henna, free portrait drawing, astronomy, STEM (Texas Instruments), Plano Public Library, Plano Symphony**



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Livestream Watch Time





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2022 Social Media Organic Reach

Facebook event for Plano AsiaFest:

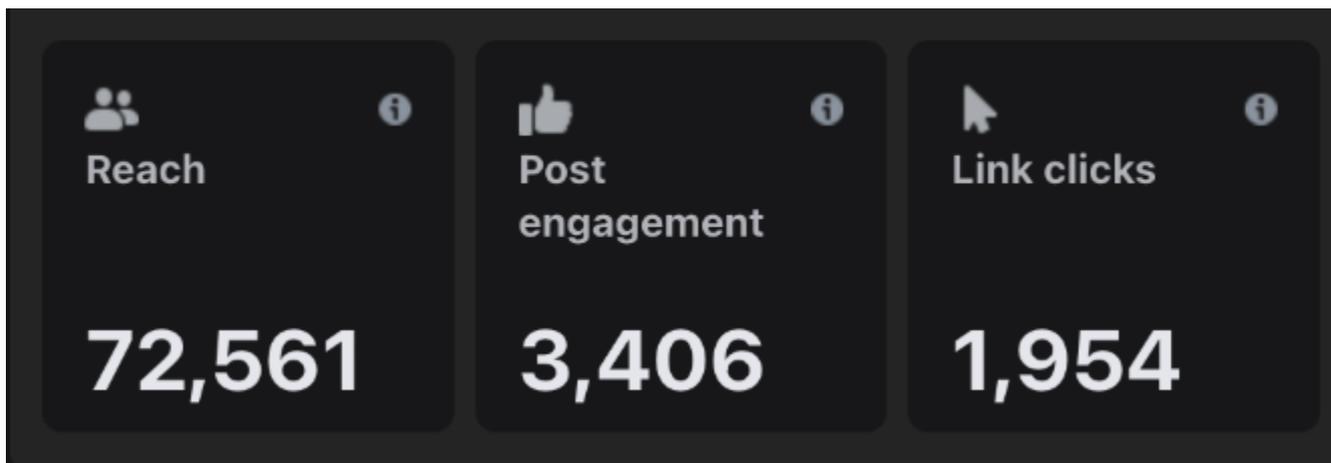




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2022 Social Media Advertising Initiative

Facebook + Instagram Advertising with quantifiable results





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Traditional Media

- 1. Ethnic print advertising in the Dallas Chinese News and Dallas Chinese Times**
- 2. A Dallas Morning News "Editor's Pick" event**
- 3. Fort Worth Star-Telegram featured AsiaFest as prime event**
- 4. CW33 KDAF**
- 5. Visit Plano**
- 6. AARP Magazine**
- 7. DART Rider Insider**



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Event Poster



SAT, MAY 7
11AM - 5PM
free
admission!

**HAGGARD
PARK**
901 E
15th St.

ASIAFEST ART EXPO
courtyard
theater lobby
May 2-31

Platinum Sponsor
 TEXAS INSTRUMENTS

Gold Sponsor
 NEW YORK LIFE

Silver Sponsors
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PLANO
Helping People. Growing Healthy.™

planoasiafest.org | facebook.com/planoasiafest | 972.379.9351

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The Dallas Morning News

Plano AsiaFest



Plano Asiafest

at Haggard Park

[VIEW EVENT](#)

planoasiafest.org

FREE Ring in Asian American and Pacific Islander Heritage Month with this festival in Plano's Haggard Park. There will be performances representing China, India, Cambodia, Korea, Vietnam, Bangladesh, Polynesia, Hawaii and more. Expect the pageantry of lion dances, martial arts exhibitions, a fashion show, and song and dance performances. There will also be a children's area and vendors selling delicacies from around the world.

May 7 from 11 a.m. to 5 p.m. at Haggard Park, 901 E. 15th St., Plano. Free admission and parking in nearby city lots.



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Fort Worth Star-Telegram

Crossroads Lab News Sports Obituaries Jobs / Recruiting Personal Finance

LOCAL

11 ways to celebrate Asian American and Pacific Islander Heritage Month in North Texas

BY DALIA FAHEID

MAY 06, 2022 4:21 PM



Plano's AsiaFest, on for the 18th year, will showcase the rich cultures of Asia on Saturday, May 7 from 11 a.m. to 5 p.m. at Haggard Park.

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LOCAL

Plano AsiaFest 2022 back in-person in May

by: Tyler Manning
Posted: Apr 21, 2022 / 12:55 PM CDT
Updated: Apr 21, 2022 / 12:56 PM CDT

SHARE

PLANO, Texas (KDAF) — Plano AsiaFest is coming back this year on May 7!

One of the largest celebrations of Asian culture in Texas, this free, family-friendly event will make its way back to Historic Downtown Plano, with plenty of fun to be had.

[Read more top stories on CW33.com!](#)

Enjoy signature cultural performances, a wide variety of food vendors, art and so much more.

The 18th annual event will be hosted by Celebrating Asian American Heritage Foundation, a nonprofit that supports education, arts and cultural activities of all Asian cultures.

2 DAY FORECAST

Current 94° Sunny	Tonight 74° Mostly Clear Precip: 13%	Tomorrow 94° Mostly Sunny Precip: 1%
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DON'T MISS





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AARP

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Join Renew Help Member Benefits
★ AARP Rewards Register | Login
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DALLAS/FORT WORTH, TX HIGHLIGHTING PLANO

Events

AARP Events SnapshotSM

There's nothing quite like local.
Sign up for events near you!

Sign Up

Events · Spring Fun · Volunteering · Change City

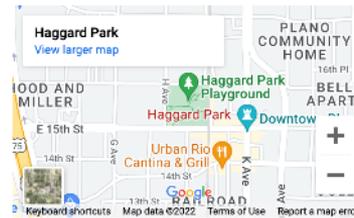
POWERED BY AMERICAN TOWNS MEDIA

AsiaFest: Plano Asian American Heritage Festival

Saturday, May 7, 2022 at 11:00 a.m.

Haggard Park
901 East 15th Street
Plano, TX 75074

\$ Free
asianamericanheritage.org



Please call before attending any community events to make sure they aren't postponed or canceled as a result of the coronavirus. You can find CDC coronavirus information at cdc.gov/coronavirus; AARP has additional resources at aarp.org/coronavirus.

2022 In-Person Festival Featuring Asian Food, Fun and Music for the Entire Family. Join us for the eighteenth year of Plano AsiaFest. AsiaFest '22 will showcase the rich cultures of Asia. The numerous cultural demonstrations, performances, and vendors will provide a fun and engaging time for your entire family.

Asian Languages:
Chinese, Japanese, Korean, and Indonesian languages are considered as four of the seven critical languages by the US government. Come and learn the characteristics of these languages and see if you and your kids have an

Find it Fast

- Happenings
- Events
- Volunteering
- Restaurants
- Work & Jobs
- Offers
- Movies
- Healthy Living

Upcoming AARP Events

Check Your Credit with AARP ElderWatch

Tuesday, May 10, 2022 at 10:00 a.m. Mountain Time
Virtual
Online

Preparing for End of Life with AARP ElderWatch

Wednesday, May 11, 2022 at 9:30 a.m. Mountain Time
Virtual
Online

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Artist Exhibition at the Courtyard Theater



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Five Things We Improved



- ✦ Performances both in-person and livestreamed online
- ✦ Invited modern, Millennial/Gen Z performances (K-pop dance, local Asian American singer-songwriter)
- ✦ Diversified performance lineup with Pacific Islander representation
- ✦ Moved to online registration for booths, sponsors, performers, volunteers
- ✦ Outreach to local volunteer organizations e.g. Plano West Rotary Club



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New for 2023

- **Tighter Integration of Livestream into Festival Outreach**
- **Expanding Focus on Underrepresented Asian/Pacific Islander Cultures and New Generation Performances**
- **Kite Building**
- **Chinese Square Dancing**
- **Language and Cultural Education Kick-off**



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Thank You



ASIAFEST provides excellent opportunities for businesses to network with the Asian community and beyond

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