WASHINGTON, D.C., January 7, 2015 – AARP is proud to be an exhibitor at the 34th Annual Asian American Expo, the largest Lunar New Year celebration in the U.S. This is the first time AARP has attended the popular Southern California event. In celebration of the Year of the Ram, AARP is offering a complimentary one-year AARP membership for those 50+, fun photo booth pictures, and free prizes at their booth at the Pomona Fairplex on Saturday, January 17 and Sunday, January 18.

“Lunar New Year is just one of the many cultural events we sponsor each year in honor of the rich history and traditions of our 37 million members,” said Daphne Kwok, AARP Vice President of Multicultural Markets and Engagement for the Asian American and Pacific Islander Audience. “We invite everyone to join us at the Asian American Expo to celebrate this important holiday and usher in the Year of the Ram.”

Organized by the Chinese Overseas Marketing Service Corporation, the Asian American Expo will feature more than 800 booths in four large exhibition halls, three unique Asian food courts, a petting zoo, lion and dragon dances, and live entertainment on seven stages.

For more information about how AARP helps Asian American & Pacific Islander families get more out of life, visit www.facebook.com/AARPAAPICommunity and www.twitter.com/AARPAAPI.

ABOUT AARP
AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

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