



Aug. 27, 2024

**ABC7 IS THE EXCLUSIVE NEW HOME OF THE
'SAN FRANCISCO CHINESE NEW YEAR PARADE,'
ONE-OF-A-KIND DYNAMIC SIX-YEAR PARTNERSHIP BEGINS IN 2025**

**ABC7 KGO-TV To Broadcast and Live Stream the World-Renowned Parade Showcasing the
Largest Celebration of Its Kind to Audiences Spanning the Bay Area and Across the Nation**



The San Francisco Chinese Chamber of Commerce and ABC7 Bay Area have entered into a six-year commitment making ABC7 the exclusive broadcast home to the city's world-renowned Lunar New Year celebrations, making the festivities available to viewers nationwide across its industry-leading broadcast and streaming platforms. The station will produce year-round special coverage, including local programming and news stories that showcase the city's extraordinary monthlong Lunar New Year celebrations, beginning in 2025 with the welcoming of the auspicious Year of the Snake.

ABC7 President and General Manager Tom Ciborowski says, "We are incredibly honored to be the new official broadcaster of a truly San Francisco tradition that dates back to the California gold rush. We can't think of a better home for the parade than ABC7."

"ABC7 Presents: The San Francisco Chinese New Year Parade" will be available to all audiences **LIVE, SATURDAY, FEB. 15, 2025**, on all ABC7 streaming platforms and will broadcast in its entirety on ABC7/KGO-TV. Additionally, ABC7 Bay Area will produce a one-hour special program bringing the most colorful moments of the parade to viewers in the days after. The six-year commitment to the community begins with the 2025 parade and runs through the 2030 parade. The parade will also stream LIVE on ABC News LIVE and [Hulu](#).

ABC7 is the bay area leader for live parade coverage. In addition to the San Francisco Chinese New Year Parade, ABC7 Bay Area is the proud exclusive broadcast partner of one of the largest LGBTQIA+ Pride celebrations in the world, the **San Francisco Pride Parade** and the exclusive home of community celebrations around the Bay Area, including the **Oakland Pride** and **Black Joy Parades**.

ABC7'S Commitment to the Chinese New Year Festival and Parade

ABC7 is committed to covering the Chinese New Year Festival and Parade and the Miss Chinatown U.S.A. Pageant and coronation. This partnership is not just an opportunity to celebrate Lunar New Year but a chance to highlight the amazing and diverse communities that make up the Bay Area.

About the San Francisco Chinese New Year Parade

Named one of the Top 10 parades in the world by International Festivals & Events Association, the Chinese New Year Parade in San Francisco is one of the few remaining nighttime illuminated parades in North America and the biggest parade celebrating the lunar new year outside of Asia. The parade starts at 2nd and Market Streets, goes around Union Square and ends at Kearny Street and Columbus Ave. The distance of the parade route is approximately 1.3 miles. The parade is a free event for all to attend.

About ABC Owned Television Stations

Disney Entertainment Television's eight owned ABC stations are multiplatform leaders in local news and information. Collectively No. 1 across all U.S. television households, the eight stations are comprised of WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, WPVI-TV Philadelphia, KTRK-TV Houston, KGO-TV San Francisco, WTVD-TV Raleigh-Durham and KFSN-TV Fresno. With WABC-NY, they produce the #1 syndicated daytime series in the country, "[Live with Kelly and Mark](#)," and with KABC- LA, we produce the leading syndicated entertainment brand ABC "[On the Red Carpet](#)."

The stations also deliver locally sourced storytelling to millions of viewers via its streaming channels that feature 24/7 local news coverage, breaking news, weather forecasts, exclusive premium content, and feel-good stories from ABC's award-winning "Localish." The ABC Owned Television Stations ended 2023 with the most streaming minutes among its competitors and have continued to lead into 2024. They are also the leading local station group on social media reaching more than 34 million people across platforms, including 4 stations that have reached Gold Creator Status on YouTube. More information about ABC Owned Television Stations streaming channels can be found here: [ABC7/WABC-TV New York](#), [ABC7/KABC-TV Los Angeles](#), [ABC7/WLS-TV Chicago](#), [6ABC/WPVI-TV Philadelphia](#), [ABC7/KGO-TV San Francisco](#), [ABC13/KTRK-TV Houston](#), [ABC11/WTVD-TV Raleigh-Durham](#) and [ABC30/KFSN-TV Fresno](#).

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