



CGTN America: 2023 Lantern Festival Gala will be Held on Sunday

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With a history of over 2,000 years, the Lantern Festival falls on the 15th day of the first month of the Chinese lunar calendar. It marks the end of Spring Festival celebrations and brings the festive atmosphere to a final climax.

Lighting lanterns, solving riddles, setting off fireworks, eating Tangyuan, or Chinese sweet dumplings, and enjoying family time are all traditional activities on this occasion.

On January 22, China's 12-year zodiac cycle welcomed the Year of the Rabbit. In Chinese astrology, rabbits symbolize longevity, peace and prosperity.

China Media Group held the 2023 Spring Festival Gala on the eve of the Chinese New Year. The Spring Festival Gala, also known as "Chunwan," has taken place every year since 1983. It is an indispensable part of the celebrations for Chinese people to ring in the Chinese New Year.

This year's gala featured a multitude of performances that adhered to the general tone of "joy, auspiciousness and jubilation," highlighting the theme of happiness and confidence. High-tech applications elevated the audio-visual experience to an unprecedented height.

This year's Spring Festival Gala has set a new viewership record with more than 16.2 billion people reached home and abroad, according to CMG.

Click here to watch the "CMG promotional video for 2023 Lantern Festival Gala."

<https://news.cgtn.com/news/2023-02-02/CMG-releases-promotional-video-for-2023-Lantern-Festival-Gala-1h5yX8XVG6Y/index.html>

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