



Tulalip Charitable Contributions Funds Distribution Report

NAME OF AGENCY: Wing Luke Museum of the Asian Pacific American Experience
ADDRESS: 719 South King Street, Seattle, WA 98104
CONTACT: (206) 623-5124; www.wingluke.org

GENERAL GOALS: The Wing is dedicated to immersing you in uniquely American stories of survival, success, conflict, compassion and hope. Through our guided tours and ongoing exhibitions, you can experience real life stories of the Asian Pacific American community.

SPECIFIC USE FOR THIS AWARD:

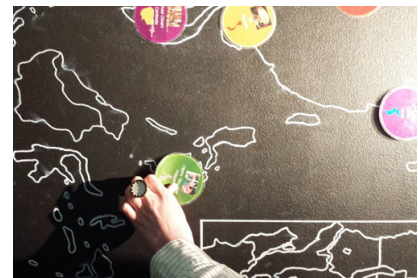
Support from the Tulalip Tribes Charitable Fund was instrumental in making The Wing's Lunar New Year 2014, Year of the Horse, such a success! Through our Lunar New Year festivities, The Wing immersed visitors in an educational and festive cultural experience that is quickly becoming a tradition for many families throughout the area. Our 4th annual program celebrated the diverse New Year traditions of Asian Pacific Americans through a neighborhood wide event, new exhibition, kids fair, and guided gallery and neighborhood tours.



Lunar New Year. 2014. Rep. Adam Smith feeding the Lion at the Year of the Horse Lunar New Year celebration. Photo by Alan Alabastro.



Lunar New Year. 2014. Lion dance at the Year of the Horse Lunar New Year celebration. Photo by Alan Alabastro.



New Year All Year Round. January 18 – June 22, 2014. An exhibition in The Wing's KidPLACE Gallery highlighting how Laotian, Chinese and Native Hawaiians usher in the new year through interactives. Photo courtesy of The Wing.

For more information regarding the specific uses of the award, see the following pages from The Wing Luke Museum.



April 18, 2014

Marilyn Sheldon
Tulalip Tribes Charitable Fund
8802 27th Ave NE
Tulalip, WA 98271

Dear Ms. Sheldon,

Support from the Tulalip Tribes Charitable Fund was instrumental in making The Wing's **Lunar New Year 2014, Year of the Horse** such a success! Through our Lunar New Year festivities, The Wing immersed visitors in an educational and festive cultural experience that is quickly becoming a tradition for many families throughout the area. Our 4th annual program celebrated the diverse New Year traditions of Asian Pacific Americans through a neighborhood wide event, new exhibition, kids fair, and guided gallery and neighborhood tours. Below is an account of these activities along with the enclosed collateral and CD with images and credits.

Lunar New Year 2014, Year of the Horse:

- *New Year All Year Round* (January 18 – June 22, 2014), an exhibition in The Wing's KidPLACE Gallery, has received 4,600 visitors who learned how Laotian, Chinese and Native Hawaiians usher in the new year through interactives;
- Lunar New Year school tours offered craft group activities focused on the festive holiday and were provided to 2,000 students including free admission to over 235 youths enrolled in the free/reduced lunch program;
- Lunar New Year KidsFair entertained 410 children and parents with interactive games, paper crafts, stories, and a scavenger challenge;
- Year of the Horse coloring contest received 450 submissions;
- the Lion Dance, the highlight for audiences from all over the region and the kickoff for our program performed by the local troupe, Lieu Quan Dance team, was enjoyed by nearly 1,000 residents and tourists; and
- Lunar New Year 2014 and related programs were promoted through our print quarterly calendar (11,000 distribution), e-newsletter (12,800), social media (3,400/Facebook, 2,400/Twitter), our website (56,000 visits monthly), and all Education communication pieces (1,000).

Thanks to the grant award from the Tulalip Tribes Charitable Fund, The Wing was able to continue expanding this annual event, which is also a strategic marketing priority for the Museum that helps draw residents and tourists alike to The Wing and the Chinatown-International District neighborhood.

Sincerely,

Margaret Su
Deputy Director for Development & Marketing

*Many thanks to Tulalip Tribes
for your wonderful support!*