



SOUTHERN OREGON CHINESE CULTURAL ASSOCIATION

FOR IMMEDIATE RELEASE

January 8, 2026

SOCCA's 2026 Lunar New Year Celebration Brings Asian Traditions to Life in Jacksonville

Jacksonville, OR — The Southern Oregon Chinese Cultural Association (SOCCA) invites the community to celebrate the 2026 Lunar New Year on Saturday, February 21, throughout downtown Jacksonville. This year's festivities honor the Year of the Horse with a vibrant mix of indoor and outdoor activities designed to help guests of all ages experience the shared spirit and diverse customs of Lunar New Year across multiple Asian cultures.

The celebration begins at 10:00 a.m., at Jacksonville's New City Hall, with lively lion and dragon dances, followed by a full day of programming including live performances, interactive cultural booths, costume displays, history presentations, Taichi practice, Mahjong games, and culinary experiences. The Jacksonville Chamber of Commerce will provide free trolley service connecting City Hall, the Community Center, and the Library, where activities will be hosted.

SOCCA is also partnering with Art Presence Art Center to feature Kevin Yeh as February's Artist of the Month. Known for his expressive Splash Ink Horse paintings, Yeh will offer live demonstrations and conduct a brush-painting workshop during the celebration. Workshop details and registration are available at <https://art-presence.org>

"This celebration is a joyful tribute to the many Asian cultures that observe Lunar New Year," said Jersa Hren, President of SOCCA. "We're proud to create a space where tradition, creativity, and community come together—indoors and out."

Thanks to the generosity of our sponsors (see the full list on our website), admission to this event is free. Program details will be posted online as they are finalized. Booth space applications may be submitted at <https://socca.us> through January 30, 2026; all activities must reflect an Asian, educational, and family-friendly theme. Artist workshop registration is handled separately by Art Presence Art Center.

SOCCA is a 501 C (3) nonprofit organization.

2026 LNY Event Poster QR Code



南奧州中華文化協會