



CROWN WELCOMES THE YEAR OF THE SNAKE

Ring in the Lunar New Year with curated dining experiences and incredible entertainment

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17 January 2025: As the vibrant Lunar New Year and Year of the Snake draw near, Crown is set to celebrate with two weeks of festive experiences, inviting both the local community and international visitors to celebrate the spirit of renewal and prosperity.

Lunar New Year is embraced by over a quarter of the global population, spanning diverse cultural backgrounds, with the annual celebration presenting a valuable opportunity for the local hospitality and tourism sectors. Locally, hundreds of thousands are drawn to our city centres each year to celebrate the food, music, art and culture of Australia's Chinese and Asian communities.

For over 30 years, Crown Resorts has been a proud host of Lunar New Year celebrations, offering both traditional and contemporary festivities for everyone to enjoy. From mid-January to Sunday, 9 February, Crown's three integrated resorts in Melbourne, Perth, and Sydney will come alive with vibrant decorations, traditional lion and dragon dances, ceremonial events, special dining experiences, live music, and entertainment.

This year, Crown Melbourne's Atrium will be a sea of colour, featuring a vibrant display of the Snake zodiac underneath a ceiling of illuminated lanterns. The resort will showcase roving lion dances, a hotel blessing, a curated Penfolds paired menu series at Nobu, Koko and Silks, and regular lion and dragon shows in the Atrium.

Crown Perth will kick off Lunar New Year celebrations with a Doting of the Eye ceremony as the Metropal Lobby becomes a sea of red for good luck. Guests will be treated to an oriental-inspired garden pop-up, roving lion and dragon dances, and performances that bring together a dynamic ensemble of Chinese upright drum, ancient zither (Guzheng), didgeridoo and piano.

The celebrations continue at Crown Sydney with the opening of Chinatown icon, Golden Century. The Cantonese institution – visited by everyone from chefs and politicians to celebrities like Lady Gaga – will reopen just in time for Lunar New Year. The harbourfront resort will also showcase a giant custom snake sculpture as well as roving lion dances, decorations throughout the property, and festive offerings at Teahouse, 88 Noodle and Epicurean.

Crown Resorts CEO, David Tsai, said: "Crown is honoured to be a long-time supporter of Lunar New Year celebrations across Australia. This vibrant event unites communities and fosters cultural appreciation and respect. Whether you want to catch a performance or feast with friends and family, we have so much on offer at Crown. We look forward to helping our international visitors and local guests create a memorable and prosperous start to the Year of the Snake!"

See more information and plan your visit via the below links:

Crown Melbourne: <https://www.crownmelbourne.com.au/>

Crown Perth: <https://www.crownperth.com.au/whats-on/lunar-new-year>

Crown Sydney: <https://www.crownsydney.com.au/whats-on/lunar-new-year>

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Notes to Editor:

CROWN MELBOURNE LUNAR NEW YEAR ACTIVITIES:

Celebrate Lunar New Year at Crown Melbourne's Atrium, featuring a vibrant display of the Year of the Snake. Various festive events and performances are scheduled to celebrate Lunar New Year, including lion dances, hotel blessings, special menus at Silks, Koko and Conservatory, and the LNY Lion & Dragon Atrium Show.

Atrium Lion, Dragon & Drum Performances

Daily shows at 7pm and 9pm, Tuesday 28 January – Sunday 9 February 2025 on Crown Melbourne's Atrium staircase.

Zodiac Spectacular

The Atrium will be a sea of colour with a remarkable installation that celebrates the Snake zodiac. Live Tuesday 28 January – Sunday 9 February 2025.

Dining

Celebrate Lunar New Year at Crown Melbourne with an exclusive culinary experience in collaboration with Penfolds.

Silks, Koko and Nobu will each feature specially curated set menus, expertly paired with exquisite Penfolds wines, for guests to enjoy and toast to new beginnings.

These limited-time menus will be available from Monday 20 January – Sunday 23 February 2025, for \$295 per person.

CROWN PERTH LUNAR NEW YEAR ACTIVITIES:

Crown Metropol Lunar New Year Activation

In celebration of Lunar New Year, the beloved pop-up in Crown Metropol lobby has transformed into an oriental-inspired garden. Ablaze with red and gold and adorned with snake motifs, the space pays homage to the Year of the Snake. Striking Cherry Blossom trees and red paper lanterns create an uplifting atmosphere to celebrate with loved ones.

Entertainment



The Crown Metropal Lobby will transform into the hub of Lunar New Year activity where guests will be treated to roving lion and dragon dances, Lunar New Year performances that bring together a dynamic ensemble of Chinese upright drum, ancient zither (Guzheng), Didgeridoo and Piano.

Live dates: Friday 24 January – Sunday 9 February

Dining

Atrium

Experience Lunar New Year with a prosperous spread for lunch or dinner, right in the heart of Crown at Atrium Buffet. Celebrate over a specialty menu that brims with Lunar New Year inspired delicacies. Make your way through the abundant buffet with dishes such as hoisin chicken wings, spiced BBQ pork ribs, a dim sum station and plenty on the wok, you're in for an indulgent feast.

Lunch & Dinner | 24 January – 9 February

Epicurean

Delight in expertly crafted Lunar New Year inspired dishes in abundance, as you enjoy Epicurean's renowned open-kitchen dining experience. Select from an unparalleled array of impressive dishes such as Steamed BBQ Pork Buns, Five Spiced Crispy Fish and Shanghai-style Braised Pork Belly. With an abundance of choice, inspired from all around the globe, there is something to suit every taste.

Lunch & Dinner | 24 January – 9 February

Silks

Begin your celebrations with a Prosperity Toss as you share in the experience of Chef Kwan's carefully curated Lunar New Year Dinner banquet, an abundant feast rich in authentic Cantonese flavour available for \$148 per person. The menu features a range of delicacies including Chicken and Prawn Dumpling in Soup, Pork Loin with Honey and Black Pepper, Spicy Lotus Chicken and Salted Egg Lobster.

For lunch, choose your favourites from the à la carte menu. For a unique way to celebrate, indulge in a decadent Afternoon Tea as you gather for an afternoon of elegance. Make your way through a vibrant selection of sweet and savoury delights, available Sunday afternoons for \$59 per person.

Lunch, Dinner & Sunday Afternoon Tea | 24 January – 9 February

Lobby Lounge

Gather your loved ones and celebrate the Lunar New Year with three tiers of sweet treats and savoury delights, complete with flowing sparkling or a lunar-inspired cocktail.

Daily, 11am – 2pm | 17 January – 23 February

CROWN SYDNEY LUNAR NEW YEAR ACTIVITIES:

Crown Sydney will come alive with roving lion dances across the resort from 28 January – 2 February 2025. A custom 3m x 3m snake sculpture will take pride of place in the Crown Towers lobby from 15 January – 12 February 2025.



Dining

Golden Century

Be one of the first to treat the family to an iconic Cantonese dining experience overlooking Sydney Harbour at the newly opened Golden Century. For an exclusively private experience, book one of Golden Century's Private Dining Rooms. Alternatively, dine on the extensive banquet menu and savour traditional Lunar New Year special dishes including Poon Choi, Loi Hei, New Year Cake and Turnip Cake.

Teahouse

14 January – 2 February | Friday – Sunday

Ethereal and decadent, Teahouse is a whimsical escape to be whisked away with friends and family this Lunar New Year. Enjoy a pre or post dining cocktail and celebrate the festivities in a unique setting within a private birdcage or harbourside on the terrace. With a curated line up of oriental snacks and dishes, including Crispy Shrimp dim sum and Steam Scallop with glass noodle and typhoon shelter crumb.

Epicurean

Experience an array of culinary specialties from some of the world's most exciting cuisines across Epicurean's nine open kitchens. Alongside your Epicurean favourites, feast on sumptuous Lunar New Year dishes for lunch and dinner from 29 January – 12 February including Fish Maw Soup with Sea Cucumber, Roast Goose, Steamed Barramundi, Milk Tea Panna Cotta, Tang Yuan Sesame Rice Balls and more.

Woodcut

Celebrate Year of the Snake with a unique sensory dining experience at Woodcut. Enjoy curated dishes from the à la carte menu and Lunar New Year Favourites menu featuring luxe seafood delicacies designed by Chef & Owner Ross Lusted. The limited-edition menu showcases traditional ingredients with signature Woodcut cooking methods. Including Ash grilled Abalone, shiitake, Chinkiang and Salt and Pepper King prawns, to Clay pot Chicken, duck egg and Shaoxing wine or Pot roasted Southern rock Lobster.

88 Noodle

Indulge in an exquisite Lunar New Year celebration at Crown Sydney's hidden gem, 88 Noodle. Elevate your senses with a specially crafted à la carte menu, harmonising traditional flavours. Begin your auspicious feast with Koong Ob Woonsen, with grilled king prawns and glass noodles, to crispy duck leg with garlic pepper sauce and Pad Prik Khing Lamb. This curated menu is available throughout the entire Lunar New Year celebration.