



# News Release

## Celebrate With AT&T at the 19<sup>th</sup> Annual AT&T New York City Lunar New Year Parade and Festival

*Join the Festivities With AT&T and Don't Miss Out on the Jaw-Dropping Dog-Themed Parade Floats in New York City Chinatown*

NEW YORK, Jan. 29, 2018 – AT&T\* will be on the lively streets of New York City Chinatown as Title Sponsor of the 2018 Lunar New Year festivities. And what better way to celebrate than with firecrackers, mooncake-stuffed smiles and a dazzling photo from the AT&T booth.

New York City Chinatown is bringing good vibes and street performers. And we're boosting the entertainment buzz. Join us for the:

- *19<sup>th</sup> Annual AT&T New York City New Year's Day Firecracker Ceremony & Cultural Festival*, Feb. 16.
- *19<sup>th</sup> Annual AT&T New York City Lunar New Year Parade and Festival*, Feb. 25.
- *19<sup>th</sup> Annual AT&T New York City Lantern Cultural Festival*, March 11.

Festival-goers will get to experience the best entertainment AT&T has to offer. Plus, take home some great memorabilia. And don't forget to see our Year of the Dog float at the *AT&T New York City Lunar New Year Parade* on Feb. 25. For details, go to [betterchinatown.com](http://betterchinatown.com).

"We are so excited to be celebrating with the community at the 2018 Lunar New Year Festival," said Tim Youn, Senior Marketing Manager, AT&T. "AT&T is dedicated to supporting the diversity within our community and this cultural festival is one of many that AT&T has been a part of. Come join us at our booth, and see how we are bringing diverse and international entertainment like our CHINESEDIRECT™ and MANDARINDIRECT®III packages for everyone to enjoy and share with their loved ones. This is truly a year to celebrate with AT&T."

### **Lunar New Year Flyaway Sweepstakes**

Enjoy an exclusive Lunar New Year weekend getaway on us. The AT&T Lunar New Year Flyaway Sweepstakes<sup>1</sup> spans Jan. 29 to Feb. 14, 2018. The winner who selects New York City as their Lunar New Year destination will win:

- 2 round-trip tickets and a 3-night hotel stay in New York City
- a ride on the AT&T parade float
- a \$500 cash card
- prizes like a 4K Ultra HD TV and audio sound bar

Go to [lny.att.com](http://lny.att.com) for details. Make sure to share this with everyone you know. And join the conversation #ATTLNY on social media.



## Celebrate with AT&T at the Festival

This is your chance to jump on our limited Lunar New Year giveaways and offers. Try our digital spin wheel. Prizes include branded swag like a scarf, tote bag, tripod, sticky wallet, or a pair of gloves or earmuffs. You can also capture fun photos in our photo booth and take home a printed picture.

Learn about our deals and the latest international TV content, like our Asian entertainment, this season. We'll feature DIRECTV Chinese TV packages, which our in-language Chinese customers love. And don't forget to ask our staff about the \$200 AT&T Visa® Reward Card<sup>2</sup> with a purchase of DIRECTV or U-verse TV.

For more details on pricing and data plans, please go to [att.com](http://att.com).

<sup>1</sup> No Purchase Necessary. The Sweepstakes is open to legal residents of the 50 United States and District of Columbia who are at least the age of majority in their state of residence at time of entry: 18 years of age in most states, 19 in Alabama and Nebraska, 21 in Mississippi. Ends 11:59pm ET, February 14, 2018. Limit one (1) entry per person per email account. Void where prohibited. See Official Rules for additional eligibility restrictions, prize descriptions and complete details. Subject to [official rules](#).

<sup>2</sup> \$200 Reward Card for purchase of qualifying PREFERRED CHOICE and above. Offer not available in select locations. For new residential customer [in the U.S. (excludes Puerto Rico and U.S.V.I.)]. Residents of select multi-dwelling units are not eligible for this offer. Reward Card: Will be sent letter with redemption requirements. Redemption req'd w/in 75 days from reward notification mail date. Reward Card delivered within 3-4 weeks after redemption to customers who maintain qualifying service from installation date and through reward fulfillment. Card expires at month-end 6 mos after issuance. No cash access. For cardholder agreement, go to [rewardcenter.att.com/myreward/agreementFSV.pdf](http://rewardcenter.att.com/myreward/agreementFSV.pdf). AT&T Reward Card issued by U.S. Bank National Association, pursuant to license from Visa U.S.A. Inc. May not be combined with other promotional offers on same services. Offer ends 3/31/18. DIRECTV SVC TERMS: Subject to Equipment Lease & Customer Agreements. Must maintain a min. base TV pkg of \$29.99/mo. Programming, pricing, terms and conditions subject to change at any time. Visit [directv.com/legal](http://directv.com/legal) or call for details. ©2018 AT&T Intellectual Property. All Rights Reserved. AT&T, Globe logo, DIRECTV, and all other DIRECTV marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks are the property of their respective owners.

### \*About AT&T

AT&T Inc. ([NYSE:T](#)) helps millions around the globe connect with leading entertainment, business, mobile and high speed internet services. We have the nation's largest and most reliable network\*\* and the best global coverage of any U.S. wireless provider. We're one of the world's largest providers of pay TV. We have TV customers in the U.S. and 11 Latin American countries. Nearly 3.5 million companies, from small to large businesses around the globe, turn to AT&T for our highly secure smart solutions.

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\*\*Coverage not avail. everywhere. Based on overall coverage in U.S. licensed/roaming areas. Reliability based on voice and data performance from independent 3<sup>rd</sup> party data.