



FOR IMMEDIATE RELEASE

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Contact: Maya Reyes Bellavia / maya@anatgerstein.com / 347-907-0568

Celebrate Lunar New Year at Brooklyn Children's Museum on Sunday, March 1 to Welcome the Year of the Horse

— Family-friendly activities include a lion dance parade, Chinese musical performances, a kung fu workshop, and more! —



Lunar New Year at Brooklyn Children's Museum (photo credit: Winston Williams)

(Brooklyn, NY) – [Brooklyn Children's Museum's](#) (BCM) annual [Celebrate Lunar New Year](#) festival is back on **March 1, 2026 to ring in the Year of the Horse. The all-day celebration will feature an array of lively performances and creative activities that engage the whole family in**

Lunar New Year traditions. The festival is presented with [New York Chinese Cultural Center](#) and the [Chinatown Community Young Lions](#), and in partnership with [NYC Councilmember Susan Zhuang](#).

Throughout the day, BCM visitors can: participate in many different Chinese traditions from the famous Lunar New Year lion dance to a kung-fu workshop; settle in for a special storytime with authors Yobe Qiu and Michele Wong McSween; practice their calligraphy skills with artist Nelson Leung; and experience a variety of performances including a youth choir, Chinese folk music, and classical dance pieces.

This year's festival features programs that include:

Year of the Horse Calligraphy Workshop

10:15 am – 12:15 pm, 1:30 pm – 5:00 pm

BCM invites visitors to its [ColorLab Art Studio](#) to learn about and create your own Chinese calligraphy using brush and ink. Artist Nelson Leung will share his work, guide the project, and explain the significance of Chinese calligraphy.

Storytelling with author Yobe Qiu

10:45 am – 11:15 am

Meet author [Yobe Qiu](#) and participate in an interactive reading of Yobe's book, *Our Lunar New Year*. This program includes an introduction to Lunar New Year traditions and customs, followed by an art-making activity.

Traditional Dance and Musical Performances

11:30 am – 12:00 pm, 1:30 pm – 2:00 pm, 2:45 pm – 3:15 pm

Join the [New York Chinese Cultural Center](#) in BCM's auditorium to discover the traditions of Lunar New Year. This 30-minute program features a variety of performances including a youth choir, Chinese folk music, and classical dance pieces.

Intro to Kung Fu

12:15 pm – 12:45 pm

Get an up-close demonstration of Kung Fu, presented by martial artists from the [New York Chinese Cultural Center](#). Following the presentation visitors are invited to take part in a hands-on workshop that introduces kung fu and teaches basic stances, strikes, and other techniques.

Traditional Lion Dance

12:45 pm – 1:15 pm, 3:30 pm – 4:00 pm

Gather in the BCM lobby to participate in a traditional lion dance to bring luck in the new year. Performers from the [Chinatown Community Young Lions](#) will lead this parade with full-scale, authentic lion dance costumes!

Storytelling with author Michele Wong McSween

3:00 pm – 3:30 pm

Hear stories read aloud by children’s book author [Michele Wong McSween](#), creator of *Gordon & Li Li*, the first-ever Mandarin bilingual book series.

Rovin’ Round the Moon

10:30 am – 1:00 pm, 2:30 pm – 5:00 pm

Why does the moon have spots? Investigate the craters of the moon in BCM’s STEM makerspace and learn how scientists build robotic explorers to study unknown terrain. Build your own moon rover, then test their four-wheel drive – will your rover successfully cross the surface of the moon?

“The Horse represents bravery, courage, and change in the Chinese zodiac, which are qualities we work to nurture in every child who walks through our doors,” said **Atiba T. Edwards, President and CEO of Brooklyn Children’s Museum**. “Our partners from the New York Chinese Cultural Center and the Chinatown Community Young Lions have been central to making this celebration what it is, and we’re proud to create a space where families can come together to honor these traditions as a community.”

[Celebrate Lunar New Year](#) activities will take place throughout the day on March 1 from 10:00 AM to 5:00 PM. Tickets to the Museum grant access to all of the day’s events and are \$15 for general admission, \$14 for grandparents, and free for children under one year-old and BCM members. To purchase tickets, visit: www.brooklynkids.org/programs/lunar-new-year.

About Lunar New Year

Lunar New Year is a holiday that celebrates the beginning of the New Year on the traditional Chinese calendar. While based on the Chinese calendar, Lunar New Year is also celebrated in Korea, Singapore, Mongolia, Tibet, Vietnam, and in Asian communities worldwide.

The Chinese calendar is on a 12-year cycle, with each year linked to one of a dozen animals — the rat, ox, tiger, rabbit, dragon, snake, horse, goat, monkey, rooster, dog and pig. Vietnam is the only country that celebrates the year of the cat. This year, BCM celebrates the Year of the Horse, which officially began on Tuesday, February 17.

Lunar New Year is seen as a time of reunion and rebirth, marking the end of winter and the start of spring. Homes are thoroughly cleaned to sweep away old ill fortune to make room for coming good luck, and fireworks are set off to ward off evil monsters and bad luck. Celebrants decorate their homes and wear outfits using the colors red and gold, which symbolize good fortune.

About Brooklyn Children’s Museum

Inspired by the energy and diversity of our borough, Brooklyn Children’s Museum creates experiences that ignite curiosity, celebrate identity, and cultivate joyful learning. Founded in 1899 as the world’s first children’s museum, Brooklyn Children’s Museum is New York City’s largest cultural institution designed especially for families. Proudly based in Crown Heights,

Brooklyn, BCM serves 300,000 children and caregivers annually through exhibits and programs grounded in visual arts, music and performance, natural science, and world cultures.

For more information, visit www.brooklynkids.org.

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