



2027 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Lunar New Year 2027

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. The PDF overviews are intended to be a thematic starting point. Topics highlighted will be revisited and updated during the production stage to align with the current situation

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Lunar New Year continues to be one of the most widely celebrated cultural occasions in Canada, bringing together families, communities and generations through traditions rooted in renewal, prosperity and connection. From festive meals and symbolic customs to public celebrations, contemporary design and new expressions of cultural identity, the holiday continues to evolve while maintaining deep ties to heritage. This special feature will explore the traditions, experiences and community connections shaping Lunar New Year celebrations across Canada.

- Proposed topic highlights:**
- Traditions across generations** — How families are preserving meaningful customs while adapting celebrations for younger generations.
 - Food and hospitality** — The dishes, dining traditions and shared meals that remain central to Lunar New Year celebrations.
 - Culture in contemporary Canada** — How fashion, design, art, entertainment and retail are incorporating Lunar New Year traditions in new ways.
 - Community celebrations** — How festivals, performances and public events are bringing Lunar New Year to life in cities across Canada.
 - Symbols of prosperity** — The meaning behind red envelopes, zodiac traditions, decorations, gifting and other enduring customs.
 - Celebrating cultural identity** — How Lunar New Year creates opportunities to share heritage, strengthen community connections and celebrate Canada's cultural diversity.

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