



CHINESE CULTURAL FOUNDATION

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Press Release

New York City, March 1, 2012

10th Anniversary Celebration (2003 - 2013)

Harvard Hall - Harvard Club of New York City

The Chinese Cultural Foundation today announced its 10th Anniversary Celebration with the launching of "**China Screen**" in **One Times Square** at 43rd Street at 5:30 pm. This large and dramatic digital display, produced by China New Media, is the first of its kind by a Chinese company in the U.S. The celebration also includes a dance performance by the Chinese-Lion Troupe.

Following the Times Square event, guests will proceed to the Harvard Club for a Private Reception, Gala Dinner and Art Exhibition of the Audubon-inspired "**Rare Birds of China**".

These masterpieces represent 32 of China's exquisite endangered species. The collection was painted by **J. Fenwick Lansdown** and commissioned by **David Newbigging**, former Chairman of Jardines and **Sir James D. Wolfensohn**, former President of the World Bank, who will be in attendance to describe the history of their creation.

The selection of birds was made in association with the Academia Sinica and the Beijing Natural History Museum, and with support from the British Museum, the American Museum of Natural History, Royal Ontario Museum and the Smithsonian Institution. It was previously exhibited at the Great Hall of the People in Beijing during the World Economic Forum.

Ambassador Sun Guoxiang, Consul General of the Peoples Republic of China, **Sir James D. Wolfensohn**, Former President of the World Bank, **Ambassador Nicholas Platt**, President of the Asia Society, **Steve Orlins**, President of the National Committee on US-China Relations, **Edward Fox**, Chairman of the NYS Republican Committee, **Professor Robert A. Mundell**, Noble laureate in economic, **Kimberly and Steven Rockefeller, Jr.**, and more than 200 distinguished guests attended the celebration.

A number prominent supporters of the Chinese Cultural Foundation have provided their congratulatory remarks:

Michael Bloomberg (Mayor of New York City): "Chinese New Yorkers, especially, play a major role in maintaining our cultural vitality...With the exhibition of the "Rare Birds of China" and the launching "China-Screen" in Times Square, we can all recognize the work of the Chinese Cultural Foundation to further and preserve Chinese culture right here in New York."

Maurice "Hank" Greenberg, (Honorary Chairman of the Chinese Cultural Foundation): "New Yorkers have benefited from the Chinese Cultural Foundation's presence in our City. It has given New Yorkers the opportunity to see and understand so much about Chinese art. The interest by Americans in Chinese art has grown as our relationship between our countries has grown..."

Sir James D. Wolfensohn: (President of the World Bank 1995-2005) "Art, music, dance, literature -- are the elements that transcend our daily lives and make us realize that we are all part of a single global community, and that beauty has no national boundaries. I congratulate the Chinese Cultural Foundation on its 10th Anniversary for playing such a positive role in contributing to world peace, harmony and prosperity."

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The Chinese Cultural Foundation is a not-for-profit organization whose mission is to share the finest Chinese culture with the world. In doing so it promotes positive relationships in all sectors of society including business, education, the arts and diplomacy. It is completely independent and supported by contributions from individuals, public and private institutions, corporations and foundations.

Since its founding, the Chinese Cultural Foundation has provided a series of cultural and educational programs at many prestigious global gatherings. These include: the First World Cultural Summit at the Palace of Versailles in France, the World Economic Forum - China Business Summit in Beijing, the Asia Capital Forum in Dongguan, China, the Institutional Investor - China Investment Forum in New York City, the China-U.S. Business Forum at the Great Hall of the People in Beijing and special events at the United Nations, the National Arts Club, Bank of China, Citibank and other cultural, business, government and academic venues throughout the world.

China New Media, was founded in 2000 in Dalian, China. It is primarily an outdoor media company with international perspectives and ambitions. Since its inception, the company has adopted the philosophy of "building new urban infrastructure" which offers advertising effectiveness along with aesthetic qualities and public services in the most desirable locations.

The company went public in the U.S. in 2009, as "Vastitude Media", and is now known as "China New Media". It was the first outdoor media company that won the prestigious "Well-known Trademark" award in China. China New Media initially focused on developing its footprint around the Bohai Sea region including Tianjin and Shenyang and has recently expanded into first-tier cities such as Beijing and Shanghai. The company is now able to leverage its media network in multiple cities to maximize growth and profitability and seeks to expand globally through acquisitions and local partnerships. It has steadily progressed from a regional, to a national and now an international multi-media enterprise with full-service capability for its growing list of important clients.

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