



December Newsletter

ENJOY THE MERRIMENT OF THE SEASON

It's great to explore different Christmas traditions. I love visiting a Christmas market, especially the Chritkindlmarkt, where you can buy authentic German Christmas gifts and enjoy traditional German Christmas food and drinks.

Christkindlmarkt

Christkindl means “Christ child” and markt means “market” in Deutsch. Put the two together and you get the Christmas market. This market first originated in Germany from the Middle Ages, the most famous one being operated in Nuremberg. It’s relevant because according to 2021 American Community survey, there are approximately 42 million people with German ancestry living in the United States, and Christmas markets remains a cherished tradition of German Americans.

Want to spice up your holiday season? Then try visiting your local Christmas market. Dates and hours vary, but large markets often open right after Thanksgiving to the end of Christmas Eve. It’s a jolly, anticipated event that brings cheers, fun, and light to a cold and gloomy season. Find out if there is one near you: [Click here](#)





Christstollen

A dry cake shaped like bread loaf with marzipan and raisins, sprinkled on top with powdered sugar.



Lebukuchen

Ginger cake translated literally. This is not the same as gingerbread cookie. It's way more delicious!



Weihnachtsgans

It's a stuffed goose, stuffed with potato dumplings, red cabbage, and a wine-flavored sauce.



Heisse Maronen

Chestnuts roasting on an open fire / Jack Frost nipping at your nose / Yuletide carols being sung by a choir / And folks dressed up like Eskimos 🎵

Roasted chestnuts, anyone?

Gluhwein

This warms the belly when you're browsing the outdoor market. Yum, hot red wine seasoned with cloves, cinnamon sticks, some citrus, and sugar.



Tell us about your favorite holiday season for a chance to win a \$50 Amazon gift card. Only 3 people will be selected! Don't miss out! [Please fill out this form](#)



Celebrating Unity through Korean Culture - Inspiration from the 2022 KoreaFest in Raleigh, NC

According to the Census 2020, the Asian population in the US has grown 38.6% from 2010 to 2020. North Carolina is one of the states with the fastest growth rate in the Asian population (68.4%). One sign of the vibrant and growing Asian population in the state is Asian cultural festivals popping up in metropolitan areas such as Raleigh and Charlotte. My daughter and I attended the KoreaFest 2022 in Raleigh this past weekend. The event consisted of a number of singing and dance contests, taekwondo contest, food, merchandise and a music festival on the second day. The dance class by choreographer Sea Ni from Korea and the random Kpop dance party were also a lot of fun.

But as someone who has been in multicultural marketing for a long time, what drew my attention is two panel discussions about the intersection of Korean pop culture and other cultures and identity and also the diversity of the talents who performed in the contests and the music festival on stage. Panelists Jamon Maple and PreShus Lee shared their journey to Kpop as non-Korean. Panelists Dan Matthews and HeeSun Lee (both are Korean adoptees and rappers) shared their struggles with identity and how they found hip hop as an outlet. It is quite unusual to find this kind of stimulating discussion on serious topics at a cultural festival. And we definitely need more of it to increase mutual understanding. I have to say the event truly lives up to its tagline "celebrating unity through Korean culture." The diverse talents on stage are a proof of that spirit and a snapshot of a younger generation that embraces diversity, different cultures and therefore unity.

Check out the artists here:

[DANakaDAN](#)

[Jamon Maple](#)

[HeeSun Lee](#)

[Hale Sea Ni](#)

See the video: [here](#)
by Iris Yim

SPOTLIGHT EVENTS

- Asian American Expo, K-PLAY! FEST, Sneaker Expo, ANIME Impulse - Jan 14th-15th, 2023 - Los Angeles, CA
For more details: [CLICK HERE](#)
- Crazy Funny Asians Comedy Show - On several days in December of 2022 - San Francisco, CA
For more details: [CLICK HERE](#)
- Lunar New Year - Jan 21, 2023 - Philadelphia, PA
For more details: [CLICK HERE](#)

