

5

THINGS TO KNOW ABOUT THE CHINESE NEW YEAR

BY U.S. GLOBAL INVESTORS



The Chinese zodiac (Shēngxiào, or 生肖) follows a 12-year cycle, with each year represented by a specific animal sign and one of the five elements (wood, fire, earth, metal, and water). The Year of the Snake in 2025 is associated with the element wood. Preparations for the new year will begin on January 21, 2025.

The Chinese New Year is a time for family reunions. People travel great distances to be with their families, leading to one of the largest annual human migrations as people return to their hometown.

The Lantern Festival, also known as Yuanxiao Festival, marks the end of the Chinese New Year celebrations. It is celebrated on the 15th day of the first month in the lunar calendar, which is usually in February or early March. The Lantern Festival is a significant and colorful event with various customs and activities.



Giving gold gifts during the Chinese New Year is considered auspicious and symbolizes prosperity, wealth, and good fortune. Gold is associated with the color yellow, which has traditional significance in Chinese culture. It represents the imperial family, and gifting gold items is seen as a gesture of wishing the recipient a prosperous and successful year ahead.

In Chinese culture, *Ben Ming Nian* refers to the year that corresponds to your animal sign in the Chinese zodiac, and it is considered to bring potential misfortune or challenges. Make sure to wear red clothing or jewelry during your year to keep away any misfortune.