

PURPOSE



Increase public awareness and appreciation for the cultural and economic contributions Asian American Pacific Islander (AAPI) communities have made to the State of Iowa.



Provide an opportunity for AAPI communities to preserve and cultivate knowledge and pride in their own customs and traditions.



Create opportunities for businesses, organizations, and the public to connect to the most diverse and fastest growing minority group in the United States according to the 2020 U.S. Census Bureau data.



ABOUT THE FESTIVAL

Over the past eighteen years, CelebrAsian has been the largest and fastest growing Asian American Pacific Islander (AAPI) event in the state of Iowa. Organized and executed almost completely by volunteers, CelebrAsian is made possible through the generous support of individuals, businesses, non-profits, and corporations. Organized around distinct AAPI Villages, the festival provides an authentic journey through an eclectic array of food, entertainment, demonstrations, competitions and hands-on activities representing up to 15 AAPI communities.



“CelebrAsian 2022 was a very memorable event for us. It was our first time co-hosting as a Village. Having the privilege to partner with our sister FilAm organization to promote Filipino culture and how Filipinos have impacted the world was a true honor.”
 – President of Filipino American Society (FAS)



Featured Village
 Filipino



Festival Villages

Cambodian
 Hmong
 Indonesian

Japanese
 Korean
 Laotian

Myanmar
 Nepalese
 Pacific Islander

Tai Dam
 Thai
 Vietnamese

Each Village showcased indigenous culture, history, foods, art, entertainment, and hands-on activities. Driven by a sense of pride in their culture and heritage, these Villages are the heart and soul of the event. The Iowa Asian Alliance and its sponsors also showcased other aspects of AAPI culture by presenting educational opportunities, music, visual and performing arts for a spectacular family friendly event.

FESTIVAL HIGHLIGHTS

This year's theme was Music is Life. In honor of Larry Berenguel, a beloved musician and avid volunteer of IAA and the Filipino community. Larry was a staple of CelebrAsian since inception. This year's design was a tribute to Larry's love and passion for music while highlighting his Filipino Village with the sunburst. Surrounding the rays were traditional musical instruments representing the participating villages. Each Village was challenged to showcase and integrate their native instrument and music into their cultural presentation for attendees to learn, appreciate, and enjoy. Villages embraced the theme with great pride and engaged their visitors with musical performances and fun demonstrations. The Judges spent over three hours visiting and deliberating. It was competitive as Villages continued to step up their game each year for the coveted title of Best Village and \$1000 cash prize. But once again Thai Village took home 1st Place honors for the 3rd year in a row- congratulations to the undefeated champion!



Judges' Choice for Best Village

- 1st Thai Village
- 2nd Korean Village
- 3rd Laos Village



Judges' Choice Village Awards

- Best Food: Korean Village
- Best Cultural Connection: Pacific Islander Village
- Best Spirit Award: Myanmar Village



People's Choice for Village Awards

- Best Food: Thai Village
- Best Cultural Connection: Hmong Village
- Best Overall Village: Thai Village



CelebrAsian 2022 Scholars

6 AAPI college-bound students were awarded \$1000 each and named CelebrAsian 2022 Scholars and 4 AAPI college-bound students were awarded \$500 as runner-ups in recognition of their community service, education and cultural pride.

Sponsored By Lucky Lotus



CelebrAsian Scholars

Maanya Pandey
University of Iowa

Peyton Phonsavanh Houangvan
Grand View University

Uyen "Winnie" Nha Pham
University of Houston

Ang Mawi
University of Iowa

Nathan Ian Ung
Iowa State University

Reza Arun Choudhury
Iowa State University

CelebrAsian Runners-up

Emerson Abbas
Iowa State University

Jalen Nguyen
Iowa State University

Hope Yang
Iowa State University

Tayden Baccam
Iowa State University




MEDIA COVERAGE & PUBLICITY

Media appearance and advertisement about CelebrAsian included online, print, TV, and radio.

PROMOTIONAL MATERIALS AND APPEARANCES INCLUDED:

Catch Des Moines
Farmers Market
Community Events
Facebook
YouTube
Local Businesses
Schools
Live TV Interviews
Radio Broadcasts
And More!

62% 
SOCIAL MEDIA REACH

322,000+
PEOPLE REACHED
THROUGH FACEBOOK

80,000+
ATTENDEES
RECORD ATTENDANCE!

**GLOBAL AUDIENCE ACROSS THE UNITED STATES
AND ASIA WERE ENGAGED IN CELEBRASIAN**



MUZIK ENGINE (Filipino Band from Chicago)
& Iowa Asian Drag Queens

TESTIMONIALS

Each year, the festival comes alive with a blend of returning staples and new features to satisfy both loyal attendees who come every year and attract a broader and more diverse audience. We continue to enhance the experience for all by galvanizing diverse constituents towards common goals and encouraging a deeper, more meaningful connection with our sponsors, communities and volunteers. We believe in the positive impact the festival has on individual lives and the ripple effect it has on our greater society by making a unique contribution to the cultural life of Central Iowa.

“I absolutely love IAA and CelebrAsian. The event is incredibly well organized and so much fun for the thousands who were in attendance. Whether the music, the dance, the fashion show or the all around **AMAZING FOOD**, CelebrAsian is an event to attend. **SO INSPIRING!** As an international marketing agency based in Des Moines with team members from around the globe, many from Asia, we knew we had to be part of the cultural experience and bring the celebration to life through video.”
– Sponsor and Vendor, Northgate Marketing

“It was an honor to be a Village Judge. I learned, I ate, I laughed. I was inspired. It was such a **HUMBLING EXPERIENCE!**”
– Village Judge

“This was our 2nd year traveling to Iowa for CelebrAsian. We love the festival and always feel so **WELCOMED**. It is definitely an event we look forward to joining every year- thank you for the opportunity to be a vendor!”
– Out of State Local Business

“It’s an incredible feeling to be a part of something so amazing that’s organized mainly by volunteers. I’m always in awe to see so many volunteers return year after year because they take such great pride in the festival. It really is an event that unites our communities for a **GREATER GOOD!**”
– Volunteer

“CelebrAsian was my very first festival as a food vendor and **I’M HOOKED!** Everything was perfect- just amazing and so well-organized! What an incredible experience to share my traditional home cooking with Iowa!”
– New Food Vendor

“When they say it takes a village, it really does! We love that the festival **UNITES OUR COMMUNITY**- the young and elders all came out to be a part of the village and our hard work paid off. We placed in the top three Best Villages for the very first time!”
– Laos Village

“I felt so much **PRIDE AND JOY** seeing my fellow Asian LGBTQ members perform at CelebrAsian- it was inspiring for our community and our youth!”
– LGBTQ Festival Attendee



2022 FESTIVAL LEADERSHIP TEAM

And over 400 VOLUNTEERS to make the festival happen!

Festival Chair
Jade Song

VIP Director
San Wong

Table Tennis Director
Kevin Nabity

Festival Vice Chair
Lisa Thai

Marketing Team
Lisa Thai, Chair
Keo Pierron, Creative Director
Jenny Thai, Creative Designer

Martial Arts Director
Himanshu Pathak

Festival Advisors
Sashank Ganti
Raghu Mundru
Liat Kinard
Prem Chandrasekaran

Village & Vendor Team
Khong Lovan, Village Director
Maulik Shroff, Vendor Director

Activities Director
Smita Volz

Operations Team
Aradhya Agarwal, Chair
Abhay Jain, Co-Chair
Abhishek Pandey, Advisor
Dayton Wright, Member
Andrew Thai, Member

Volunteer Team
Jordan Wright, Director
Tim Greene, Advisor

Beverage Directors
Liat Kinard
Michelle Yoshimura

Entertainment Team
Himanshu Pathak, Chair
Laurel Howell, Co-Chair
Malay Vilayvong, Member

Health & Wellness Team
Jane Machota, Advisor
Kathryn Espe, Wellmark Rep

Website
Jason Calhoon, Director
Thao Pham, Coordinator

Culinary Team
Bill Lu, Director
Joe D'Souza, Member

**Photographers
& Videographers**
Invictus Media
Northgate Marketing
Kelly Chamberlain
MAVZ Photography
Rocco



THANK YOU TO OUR SPONSORS

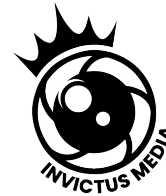
PRESENTING



GREATER DES MOINES



CHAMPION



LEADER

Faegre Drinker Biddle & Reath Bridgestone Firestone Veridian Credit Union Bankers Trust
APIA Vote Lucky Lotus Dotdash Meredith Richtman Printing EMC John Deere

AMBASSADOR

F&G Life & Annuities Federal Home Loan Bank Harrah's/Horseshoe Council Bluffs DMACC
Ingersoll Wine & Spirits IMT Insurance Heineken NCMIC Vibes Kitchen & Bar

FRIEND

University of Iowa Des Moines University Dipset United Healthcare WDSM Human Rights Commission

SUPPORTER

ATM In Motion Edward Jones Gallagher Iowa Total Care Broadlawns Right Stuf Anime



SUPPORTERS & COLLABORATORS

CelebrAsian provided an opportunity for government, corporate and nonprofit organizations to align with Iowa's largest Asian American Pacific Islander event as sponsors and vendors. Together with volunteers and performers, we all share a passion to foster understanding and appreciation for the contributions of AAPI communities to the economic, social and cultural vitality in Iowa. The Iowa Asian Alliance Board of Directors and the CelebrAsian leadership team are committed to ensure that quality, continuous improvement and free admission remain the hallmarks of this event. The ardent support and collaboration with sponsors, vendors and performers as well as the dedication of time and talent of enthusiastic and loyal volunteers is crucial to our ability to fulfill this promise. We are most grateful for the passion, generosity and commitment of donors and volunteers.

NU HUYNH

Executive Director, Iowa Asian Alliance

IAA BOARD OF DIRECTORS

Directors

Chen Huang
Rod Suhr
Daniel Herting

Secretary

Emily Feldmann

Treasurer

Mindy CaVan

Chair

Mark Theis

Governance

David Yoshimura

Recognition

Liat Kinard

**SAVE THE DATE FOR
CELEBRASIAN 2023,
20TH ANNIVERSARY
ON MAY 26 & 27!**



IOWA ASIAN ALLIANCE

Des Moines, Iowa
www.iowaasianalliance.com
IAAdmin@iowaasianalliance.com

Annual Report created by
Jenny Thai, Graphic Designer

