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China's Happy New Year of the Rabbit

Chinese New Year arrives on February 3 and is celebrated with a week-long official vacation period in China. This Rabbit Year, so named for one of the 12 animals in the traditional Chinese zodiac, has already been noted for:

- Increased sales of rabbits in China, as conservationists warn that 1 in 4 rabbits, hares and pikas are “under threat” – per BBC today. Like Easter bunny purchasing in the US, but on a different scale.
- Speculation on whether famed “Rabbits” Brad Pitt (b. 1963) and Angelina Jolie (b. 1975) will harm their relationship if they marry during this Rabbit year – heard in Taiwan fortune-telling circles.
- First direct charter flight from Hawaii to China, where the average Chinese visitor is spending more than twice the average of all tourists there – coinciding with the New Year holiday and gleefully reported by the Hawaii Tourism Authority.
- A rise in pregnancies in China and Taiwan – “expected” – by parents planning for children to be born in the even luckier Year of the Dragon, which spans January 23, 2012 to February 9, 2013.

For more rabbit year happenings and predictions contact us at Blue Heron Holdings, LLC.

To friends in China – Don’t get too close to the fireworks!

To friends everywhere – HAPPY NEW YEAR! Wishing you health, happiness, and prosperity.

新年快乐 恭喜发财

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