



GOU GOU, GOU GOU*

*Mandarin to
English translation:
Cock-a-doodle-do



Happy Chinese New Year *from* Cipher Creative

As the Year of the Rooster dawns, we at Cipher Creative would like to crow our own new-found beginnings.

The rooster does his job faithfully, welcoming everyone within earshot to each new day.

At Cipher, our job is not so different: capturing attention; aiding awareness; creating connections; and generating action from those you want to reach.

To see what the Chinese New Year has in store for you, enjoy this *Guide to the Chinese New Year*. We also invite you to stop by www.ciphercreativegroup.com to see a few things we think are worth crowing about.



CIPHER CREATIVE'S QUICK GUIDE TO CELEBRATING *the* CHINESE NEW YEAR



KEEP IT CLEAN

Rule number one is “be nice.” Any fighting results in an unlucky 365 days for you.

YEAR OF THE DUST BUNNY

New Years is the time for spring cleaning. It starts a month prior and things need to be spic & span before the celebration begins or some bad Chi is coming your way.



EAT SIMPLE



Good fortune will come in the mail today.

Roosters eat simply. You won't go wrong if you do the same. Here are some serving suggestions:

- Red dates = prosperity
- Melon seeds= proliferation
- Fish = long life & good fortune
- Oranges & tangerines=wealth
- Red meat=bad luck

UP AND AT 'EM

Bad luck to be caught in your PJs, so hit the showers and get dressed.



SKIP THE CHOCOLATES

Flowers are the way to go. Peonies and peach blossoms might get you lucky.



SHARE & KEEP IT EVEN

It's considered good luck to give money in red “lucky envelopes,” called *Hongbao*, to friends and acquaintances. But make sure it's in even amounts, because odd increments are unlucky.

Just in case you were wondering what the characters are on your *Hongbao*, it says “Success in Business.” (or so we were told!)





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