

KACLT promotional materials:

- **Bilingual Print Flyers & Posters:** KACLT utilizes customized, bilingual (English/Mandarin) Lunar New Year event flyers featuring traditional cultural themes (such as calligraphy flourishes, lanterns, and zodiac iconography). These are distributed physically across Lexington-Fayette County public libraries, local businesses, and area schools.
- **Digital Press Kits:** Media outreach kits are maintained to secure local news coverage, continuing KACLT's history of getting large-scale cultural events broadcasted across regional television, internet, and newspapers.
- **Public School Outreach Networks:** Because the executive board includes active language teachers from Fayette County Public Schools ([FCPS](#)), informational handouts are distributed directly through school newsletters and world language departments to engage K-12 families.

Digital Marketing & Event Presence

- **Official Event Listing:** A dedicated public landing page and interactive schedule is maintained on the [KACLT Upcoming Events Calendar](#). This portal allows families to track daily time slots for hands-on crafts, stage performances, and cultural food tastings.
- **Social Media Kit:** KACLT deploys promotional assets across social channels using digital graphics and templates. These templates spotlight local performers, master calligraphers, and student emcees to drive engagement weeks before the launch.

Promotion materials will be posted on KACLT website:

<https://www.kacit.org>