

## Digital Year of the Ox

This year's Chinese New Year (CNY) celebrations will be different, with infection control measures in place. Here are some of the high-tech ways to usher in the new year.

### DIGITAL RED PACKETS

- Instead of physical red packets, Singaporeans are encouraged to give out e-hongbao this CNY to complement safe management measures.

### LO-HEI APPS

- While the shouting of auspicious phrases during the customary tossing of yusheng – or lo hei – has been prohibited this year, a lo-hei app has arrived to fill the gap, developed by IT consultant Koh Beng Liang (<http://dj Beng.com/lohei.html>).
- Users can simply tap their smartphone screens to get the app to shout on their behalf instead.

### RIVER HONGBAO & CHINATOWN STREET LIGHT-UP

- The River Hongbao event, which usually sees crowds flocking to the Marina Bay floating platform, has been moved to Gardens by the Bay this year.
- There will be no live performances, but visitors can still look forward to pre-recorded dance and getai performances, which will be screened at the event.

### FESTIVE GOODS

- Vendors have taken to online platforms to market their festive goods in hopes that it will drive up sales in the lead-up to CNY.
- Some 20 stallholders at Chinatown Complex selling food, decorations and clothes have joined a pilot online store organised by the Chinatown Complex Hawkers' Association.

### CHINGAY PARADE

- For the first time in 49 years, the annual Chingay Parade will go fully digital.
- The parade, usually held during the CNY period, will take place on Feb 20 and will be aired on television, online, and on social media channels from 8pm to 9pm.



Sources: MONETARY AUTHORITY OF SINGAPORE, PEOPLE'S ASSOCIATION, SINGAPORE FEDERATION OF CHINESE CLAN ASSOCIATIONS, CHINATOWN COMPLEX HAWKERS' ASSOCIATION, KRETA AYER-KIM SENG CITIZENS CONSULTATIVE COMMITTEE, RIVER HONGBAO 2021 ORGANISING COMMITTEE

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