

DECEMBER 2020, ISSUE 1

42ND PARALLEL

STAY UP TO DATE WITH US



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STAY CONNECTED



DECEMBER RECAP

In our very first 42nd Parallel newsletter, we will be sharing our top December highlights, some upcoming events, Asian American news, and a holiday gift guide!

You'll find out who the winners of our #MASKUP42 contest are, which DJs have been partying it up for Sundown Sounds, news about a teen who helped her local Asian American businesses amid the COVID-19 pandemic, and some info to highlight the December premiere of Lifetime's first ever Asian American-led Christmas movie, *A Sugar and Spice Holiday*!

Because December is considered a month of celebration and that the new year is soon upon us, we've included a specially curated gift guide that features Asian American-owned small businesses. In addition, there is a section dedicated to how you can give to the NAAAP Chicago Holiday Toy Drive!

DECEMBER RECAP



#MASKUP42

What Does It Mean to Be Asian?

In October, 42nd Parallel ran a face mask design contest calling on artists to create a design on what it means to be Asian. We received some incredible designs; ultimately, we selected our top five to produce and sell on our online shop. Check out the winning designs from @fhayetheartist, @itsadona, @choucu, @jnoor.design, @cmxhsieh and hit up our [online shop](#) to buy yours today. 50% of the profits from each artists' mask sales will go to support their endeavors.



SHINJIRO SESSIONS: Keeping It Creepy with Freak Fineman

Spooky season was in full effect in October and we couldn't have thought of a better way to celebrate than with horror enthusiast, Freak Fineman. As a Grammy® award winning, RIAA® Certified Multi-Platinum Producer, writer and multi-instrumentalist with over 10 years of study in the art, history, and intricacies of horror, he gave an electrifying talk on the history of horror films with a special guest appearance from Gary Sales (Madman, 1982). In case you missed out, check out a recording of the conversation [here](#).



SUNDOWN SOUNDS: Showcasing Asian Artists

The club and going out may feel like a distant memory at this point, but we've kept the party going with Sundown Sounds on Twitch. We've curated rising and established DJs spinning across the globe to get down with us while we all quarantine at home. Reminisce with us on our November line up that saw Aetuxx, Miss DJ Bliss, DJ Yuka, and D::DOUBLE bringing us something different every week. Check out the next Sundown Sounds, with our resident DJ, D::DOUBLE, on January 7th at 8pm CST [here](#)!



ASIAN AMERICANS IN THE NEWS

"A Sugar and Spice Holiday" to Set the Mood This Season



Nothing gets the spirit of the season going like a holiday movie in our opinion and we're in luck because Lifetime is premiering "A Sugar and Spice Holiday" on December 13th, 8/7c. The film will be their first ever holiday movie featuring a Chinese American family. Starring Asian America's favorite dad, Tzi Ma, and direction by Jennifer Liao, we can't wait to watch it.

The movie focuses on an architect, Suzie, who goes back to Maine for the holidays when her grandmother passes away. While home, she ends up entering a local gingerbread house competition with a high school friend named Billy. Suzie draws upon her family's cultural traditions to seek out the perfect recipe for winning the competition and might even find love along the way.



Left to Right: Jennifer Liao, Tzi Ma, Jacky Lai, and Tony Giroux // Photo Credits: Megan Vincent, Emma McIntyre/Getty Images, IMDb, and Richie Lubaton



"I realized that there wasn't an easily accessible, comprehensible list of Asian owned businesses in my community... so, I saw a need for that."

Kaia Culotta

COVID-19's Effects on Small Businesses and One Teen's Helping Hand

UNITY DESPITE THE PANDEMIC

Unfortunately, this pandemic has reshaped many of our lives and aspects that we may never be able to get back. According to Yelp data from September 2020, 60% of businesses have now permanently closed due to the COVID-19 pandemic.

Due to the increase in anti-Asian sentiment and xenophobia that has been perpetuated in addition to the pandemic, in a recent ABC News article (by: Jason Kuang, Imtiyaz Delawala, and Allie Yang), it is estimated that 10.7% of Asian Americans are unemployed and it is likely that racist rhetoric is likely to have contributed to this.



Despite such saddening and upsetting news, one teen, interviewed by San Diego KGTC, created a website that features numerous Asian-owned restaurants in California.

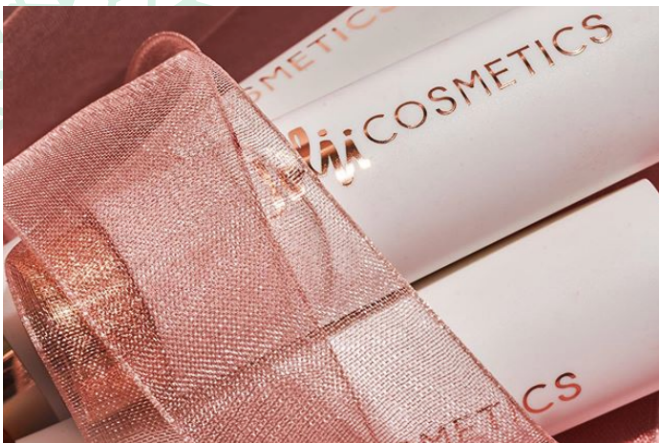
Kaia Culotta taught herself to code and made a website from scratch. Her website, [HelpAsianBiz.com](https://helpasianbiz.com), features Asian-owned restaurants in locations throughout California.

Since her website is regularly monitored you can send an email to helpasianbiz@gmail.com and share any Asian-owned restaurants (located in California) you would like to see added!

FOR THE HOLIDAYS + NEW YEAR

OUR CURATED GIFT LIST

Need some help finding presents for yourself, friends, and/or family? Here are our picks of Asian American-owned businesses that you can support and find meaningful gifts to share! Click on each image to shop these businesses! We've also included information about NAAAP Chicago's 18th annual toy drive.



- JOLII COSMETICS -
FOUNDED BY SASHA SURESH,
THIS LINE OF BEAUTY PRODUCTS
ARE CRUELTY FREE



- SVNR -
FOUNDED IN BROOKLYN BY DESIGNER
CHRISTINA TUNG, THIS FASHION
BRAND IS DEDICATED TO
SUSTAINABILITY AND KEEPING YOUR
LOOK ON POINT



- WING ON WO & CO. -
THE OLDEST STORE IN NYC
CHINATOWN THAT CREATES
STUNNING PORCELAIN GOODS.
THEY ALSO LAUNCHED THEIR
W.O.W. PROJECT THAT HAS BEEN
SUPPORTING CHINATOWN SINCE
2016



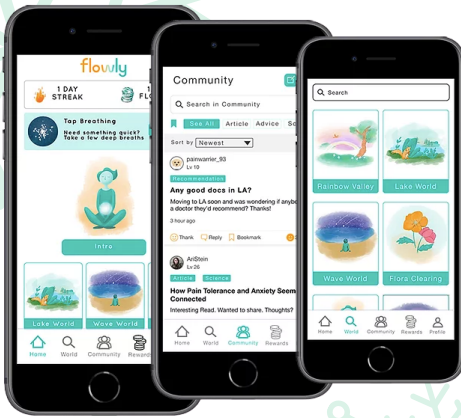
- ROOTED -
FIND A NEW PLANT FRIEND HERE
ALONG WITH ESSENTIALS TO KEEP
YOUR PLANTS HAPPY

- DIASPORA CO. -
FAIR-TRADE SPICES TO SPICE UP
YOUR COOKING



- 42ND PARALLEL -
CHECK OUT OUR ONLINE
SHOP AND FIND SOME
42 APPAREL AND
LIMITED EDITION MASKS
DESIGNED BY ASIAN
ARTISTS!





- FLOWY -
A BIOFEEDBACK APP THAT
COMBINES PERSON AND
COMMUNITY CARE TO HELP
YOU THROUGH PAIN +
ANXIETY



- WILDWONDER -
THIRST QUENCHING DRINKS
THAT COME IN A VARIETY OF
FLAVORS



- ASHAPOPS -
A DELICIOUS VEGAN + PALEO SNACK
MADE OUT OF POPPED WATER LILY
SEEDS



- THOUSAND -
BEAUTIFULLY CRAFTED HELMETS
WITH SAFETY IN MIND



- OUTER -
BEAUTIFUL OUTDOOR FURNITURE
TO HELP YOU FIND YOUR PEACE



- LARQ -
WITH THIS SELF-CLEANING
WATER BOTTLE, YOU'LL ALWAYS
WANT TO HYDRATE!



- ASIAN LIT FOR KIDS -
BRING THEIR COLLECTION OF BOOKS INTO YOUR
LIBRARY



- EGGLOO -
WELCOMING NOSTALGIC ASIAN
FLAVORS TO YOUR BREAKFAST.
CHECK OUT THEIR WAFFLE +
PANCAKE MIXES!

HELP MAKE THIS HOLIDAY SEASON SPECIAL

Donate to NAAAP Chicago's 18th Annual Toy Drive!

Looking to give back this holiday season?

Since 2002, NAAAP Chicago has been running the annual toy drive program to help children receive the gift of their dreams!

STEP 1

Visit
naaapchicago.org/ and
click on the 'Holiday
Toy Drive' section.

STEP 2

Scroll down and pick
between donating
money and/or
donating specific gifts
from their wish list!

STEP 3

Make sure that any
gifts donated will
arrive to NAAAP
Chicago by December
12th!



NAAAPCHICAGO.ORG/COMMUNITY-SERVICE/TOY-DRIVE/

Holiday
TOY DRIVE
18th ANNUAL EVENT



OCT 2020 – DEC 2020

**GRANT A CHILD'S TOY WISH
DONATE TO THE TOY DRIVE
SHARE WITH YOUR COMPANY & NETWORK**

Deadline for Toy Drop-Off: DEC 12, 2020

42ND PARALLEL

Thank you for reading our
quarterly newsletter, stay tuned
for our next issue coming soon!



42nd Parallel's December 2020 issue was
put together by Mark Bi and Rachael Chen