

42ND PARALLEL

STAY UP TO DATE WITH US



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STAY CONNECTED



RECAP

In our second 42nd Parallel Newsletter, we will be providing a brief recap of our January and February events, highlighting Asian Americans in the News, promoting important Asian businesses, and giving you insight on what you can look forward to in the coming months!

We will be discussing the exciting release of the movie, *Minari*, directed by Lee Isaac Chung! You'll also get some insight into how we kept the virtual party alive with our amazing DJs at Sundown Sounds, along with our inspirational guests at Shinjiro Sessions, and the encouraging stories of Asian Americans who are uplifting each other in these trying times!

Be sure to keep an eye out for our merch on the 42 store as well! Additionally, we will be highlighting events to look forward to, such as our upcoming Sundown Sounds and Shinjiro Sessions. See you there!

RECAP



MARTELL COGNAC ACTIVATION EVENT

In February, 42nd Parallel executed an event at China Place Liquor City (@chinaplaceliquorcity) to celebrate the Lunar New Year. Those who purchased any Martell bottle received a FREE premium branded gift set! They were also able to personalize their gift by engraving their Martell bottle, pairing it with a customized new year greeting written by a professional Chinese calligrapher! Guests were also able to sample Martell Blue Swift and Cordon Bleu on-site. We had a great turnout!

CELEBRATING THE LUNAR NEW YEAR WITH OUR FAVORITE CONTENT CREATORS!

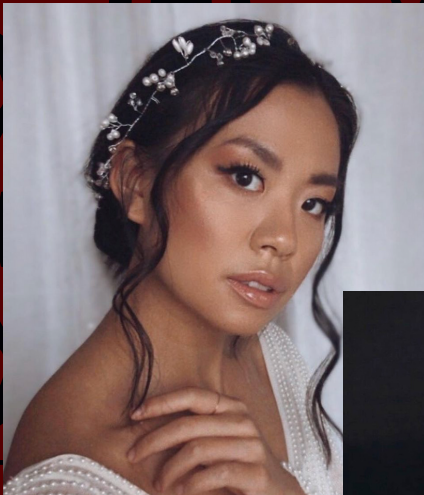
MEILING JIN
@MEILINGJINX0



JENNIFER ZHANG
@JENNIFERRRZHANG



PAMELA J. YUAN
@PAMELAJYUAN



ARLIE CHANG
@ARLIE14



MIRANDA MO
@MIRANDACOOKSOFFICIAL



MAXINE HUANG
@MAXINE.FOOD.BABY



LILY WANG
@LW4NG



ANDREW PHAM
@PHANMAN33



JOY RUCKUS CLUB

- Lunar New Year -

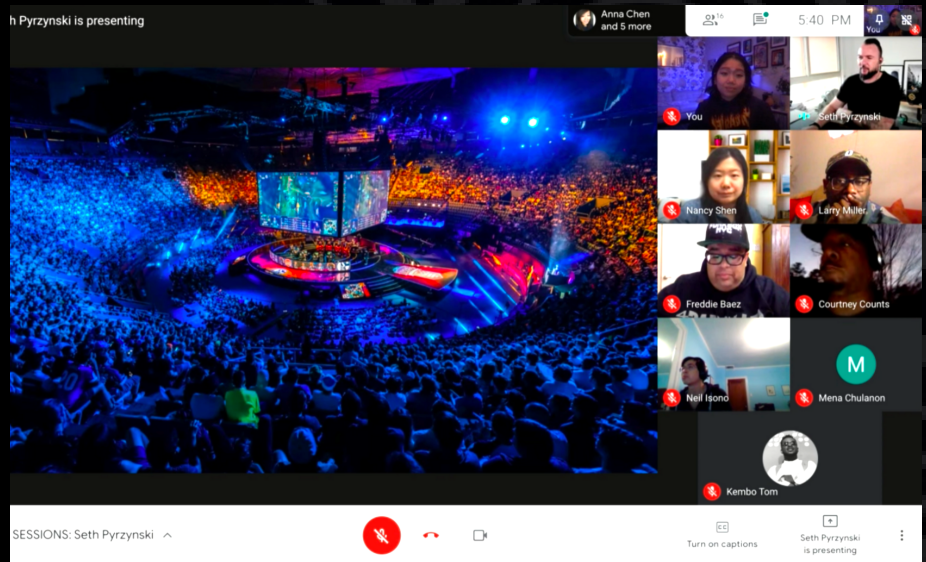
Joy Ruckus Club is the largest Asian music festival around! It is a humanitarian-oriented, virtual concert series, founded by Asian Americans, and led by artists of Asian descent from all over the world. It is safe to say that Joy Ruckus Club is revolutionary in pan-Asian music and entertainment! This year, from February 16th-21st, Joy Ruckus Club kindly hosted a Virtual Lunar New Year Festival with FREE ADMISSION.



A variety of different artists performed at the Festival and it was an amazing way to ring in the Lunar New Year! Check them out on [Instagram](#) to learn about more talented Asian musicians!

SHINJIRO SESSIONS: Finding How You Work Best with Seth Pyrzynski!

Seth is an award-winning and innovative Director of Global External Events, with over fifteen years of specializing in competitive gaming and esports. His discussion went over his journey and struggles as well as explanations of best work practices.

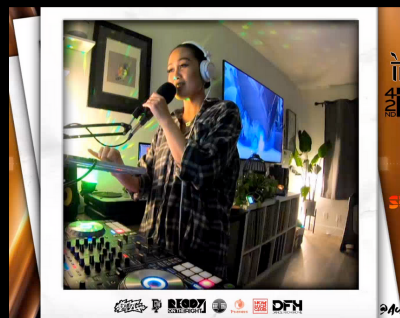
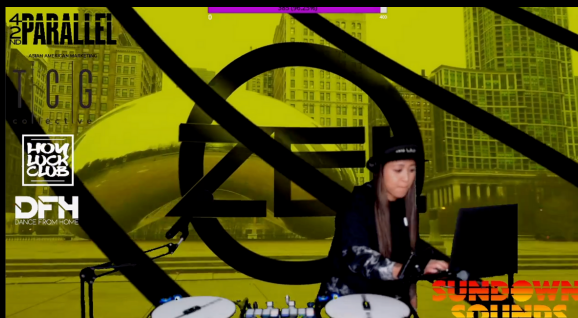


SHINJIRO SESSIONS: Becoming An Entrepreneur with Shane Carlin!

Shane Carlin talked about his experience as an adoptee and his journey of starting his own non-profit. Carlin has over 20 years of experience in higher education administration and also has mentored students in international settings. His company, Asian Student Achievement specializes in soft skills and coaching for students and professionals! In case you missed out, check out the recording [here](#).

SUNDOWN SOUNDS: SHOWCASING ASIAN ARTISTS

Enjoying music in a club setting might seem like a distant memory, but we've managed to keep the party alive with Sundown Sounds on Twitch! We've curated a list of the most talented Asian American DJs spinning across the globe to get down with us while we all quarantine at home. Reminisce with us on our February lineup that showcased DJ Zel, Inkfast, and D::DOUBLE!



ASIAN AMERICANS IN THE NEWS

The Release of the Movie "MINARI"



Minari follows the story of a Korean American family who moves to an Arkansas farm in pursuit of the "American Dream." The family home dynamic shifts when their "sly, foul-mouthed, but incredibly loving grandmother" arrives. Amidst the instability and challenges of this new life, Minari shows the undeniable resilience of family and what really makes a home. The film beautifully captures the struggles and challenges of the Asian American immigrant story. The virtual screenings of this movie began on February 12, 2021, and can be found [here](#).



Left to Right: Steven Yeun, Han Ye-ri, Youn Yuh-jung, Alan S. Kim, and Noel Cho

Standing in Solidarity with our Asian Brothers and Sisters



Recently, there has been an increase in violence against Asian Americans. During these difficult times, it is important that all communities join together to combat racism.

In the Chinatown neighborhood, in Oakland, California over 300 people have volunteered to act as "community strollers" to help seniors pick up groceries and walk them home. This is one of the ways you can help elders in your community too!



A GoFundMe started by Eda Yu to support the initiative against the violence towards Asian Americans has reached over \$150K! The funds will be split equally to further support various Asian-American causes. We urge you to continue donating to this fund because every dollar counts. Please find the GoFundMe Link [here](#). Visit the Asian American's for Equality [website](#) to learn more and follow [@hateisavirus](#), [@nextshark](#), [@aapiwomenlead](#), [@asianaaf](#), [@stopaapihatenyc](#), [@asians4antiracism](#), and [@asianamericancollective](#) to show your support!

NADYA OKAMOTO, PERIOD.

Nadya founded a nonprofit that seeks to end period poverty and the stigma around menstruation. Since its founding, PERIOD has served more than 1 million people and is currently focusing on helping marginalized communities hit hardest by the coronavirus pandemic (COVID-19).

The logo for 'slant'd' is set against a background of red and blue paint splatters. The word 'slant'd' is written in a white, lowercase, sans-serif font.

slant'd

Celebrating #badasians,
one story at a time

KATARINA AND KRYSTIE YEN Slant'd

Katarina Jeng and Krystie Yen are founders of a collective that celebrates Asian American identity through all forms of storytelling. Most widely known for its print magazine, Slant'd includes a mixture of personal essays, poems, graphics, and photography that tell stories about the complex and diverse themes surrounding the Asian American experience.



The goal of the magazine is to “dismantle stereotypes, promote diversity, and finally, take ownership over the Asian-American story” - Katarina Jeng

SPOTLIGHTING ASIAN BUSINESSES

THIS SPRING, SHOW YOUR SUPPORT FOR THESE
ASIAN OWNED BUSINESSES!



- NimbleMade -

Founded by Tanya and Wesley Zhang, this dress shirt company specifically caters to AAPI men.



- Omsom -

Founded by Kim and Vanessa Pham, find your perfect make-at-home spice kits! (Vietnamese, Filipino, Thai)



- Han Cosmetics -

Founded by Susan Wong, you can't go wrong with this line of non-toxic cosmetics with amazing skincare benefits!



- A Jar of Pickles -

Founded by Kirstie Wang, this company offers card sets, notebooks, and custom wedding essentials, including invitations, RSVP cards, and thank you cards.



- Amarilo -

Founded by Ali Heiss, this is the perfect place to find modern and sophisticated jewelry to elevate your everyday style.



- Soko Glam -

Founded by Charlotte Cho, take care of your skin using this organic Korean skincare line with 80% fermented ingredients.



- Soft Swerve -

Founded by Michael Tsang, enjoy the warm weather in NYC with these unique, Asian-inspired ice cream flavors.



- Fly By Jing -

Founded by Jing Gao, spice up your life with sauces that you'd find in local eateries in China, including spicy Sichuan chili oils and a slow-brewed dumpling sauce! All are vegan and non-GMO.



- Eggie -

Founded by Jen Imm, this California-based brand showcases fun yet polished designs!



- Nguyen Coffee Supply -

Founded by Sarah Nguyen, this is the first Vietnamese-American-owned coffee company! They use ethically sourced coffee beans from a fourth-generation farm in Vietnam.



- AfterMay Co -

A handmade candle studio based out of Novi, Michigan. This Asian-owned company specializes in hand-poured coco soy candles with a focus on a minimalist design!

WHAT TO LOOK FORWARD TO

- 42nd Parallel -

Check out our [online shop](#) to find some cozy sweatshirts, t-shirts, and limited edition masks designed by talented Asian artists! A portion of the proceeds goes directly to the talent.



More

SHINJIRO
SESSIONS

to Come!

SUNDOWN SOUNDS

Tune into our upcoming Sundown Sounds live streams where we feature extremely talented Asian-American DJs and musicians!

42ND PARALLEL

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



42nd Parallel's February 2021 issue was put
together by Suchi Trivedi.