**Holiday Greeting |
Lunar New Year – LPL**

*Must be used with your Advertising Review Team approved letterhead or email signature.*

LPL Compliance Approval # 505646

The attached has been given an 'Approved As Is' status by the Advertising Review Team. Advisors who are interested in using and/or customizing pre-approved materials should ensure an understanding of the **Pre-Approved Communications** section of the **Advisor Compliance Manual** posted on ClientWorks. This section of the compliance manual includes instructions on how to use pre-approved materials and meet the necessary Books and Records requirements.

# [Subject line] Wishing You Luck and Success this Lunar New Year!

As we celebrate Lunar New year, we enter the Year of the Dragon, which represents power, success, honor and luck.1

Lunar New Year was originally celebrated as an agricultural holiday to mark the transition from winter to spring. It’s said to have originated during China’s Shang Dynasty and has captivating traditions that meld history, symbolism, superstition and myth.2

The Chinese zodiac is a 12-year cycle where each year is represented by a different animal. While Western astrology is governed by planetary movements, Chinese astrology is governed by birth year.3

Babies born in the Year of the Dragon are enthusiastic, successful and warm-hearted, Juleen (Zhuqing) Wang, a student services Advisor for Montclair State University’s School of Business told Reader’s Digest.3 She says that birth rates actually increase in years of the dragon because “everybody wants a Dragon baby” due to their high levels of success and luck.3

The Lunar New Year is also a time for new beginnings and setting intentions for the year ahead.4 This is a great opportunity to reflect on your financial goals and make any necessary adjustments. Whether it's saving for retirement, paying off debt, or investing in your future, we are here to support and guide you towards your financial freedom.

So let's embrace the energy of the dragon and make 2024 a year filled with prosperity, growth and good fortune. Wishing you a Happy Lunar New Year and looking forward to another great year together!

Sources:

1 https://www.chinahighlights.com/travelguide/chinese-zodiac/dragon.htm

2 https://www.goodhousekeeping.com/holidays/a42295147/chinese-lunar-new-year-greetings-wishes/

3 <https://www.rd.com/article/what-is-my-chinese-zodiac-sign/>

4 <https://www.goodhousekeeping.com/holidays/a38883958/lunar-new-year-traditions/>

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