



Aloha Festivals
ALOHA WEEK

NEWS RELEASE

FOR IMMEDIATE RELEASE

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LET'S CELEBRATE HAWAII'S KEIKI

Aloha Festivals Seeks Applicants – Hōkū Mālamalama, 2017 O'ahu Royal Court and Parade Participants

HONOLULU – The annual Aloha Festivals, now in its 71st year, is one of Hawai'i's most highly regarded and oldest cultural celebrations, integrating the traditions and cultures of the Islands through music, dance, cuisine and art.

In years past, Aloha Festivals has honored and recognized some of Hawai'i's most celebrated traditions and pastimes – hula, pā'ū riding, music, ocean voyaging, the Hawaiian art of featherwork, paniolo and lei making, to name a few.

This year, Aloha Festivals celebrates the love for Hawai'i's children with “He Lei Aloha Ke Keiki – Children Are Our Garland of Love.”

Aloha Festivals wants to recognize Hawai'i's keiki, the Hōkū Mālamalama (shining or radiant star) in our Island community, in the Aloha Festivals Floral Parade. The festival is looking for student groups that have achieved high honors in a local or national academic, sports or performing arts competition – e.g. robotics, mathematics, art, creative writing, hula, soccer, music, etc.

(more)

If your school has a group that is interested in participating, please complete the “Hōkū Mālamalama” application on the Aloha Festivals website.

In addition, Aloha Festivals is accepting applications for participants in the 2017 O'ahu Royal Court and Aloha Festivals Floral Parade.

2017 Aloha Festivals O'ahu Royal Court:

Applicants are currently being sought for the positions of *mō'i kane* (king), *mō'i wahine* (queen), *kamāli'i kane* (prince), *kamāli'i wahine* (princess) and other court members of the 2017 O'ahu Royal Court. Applicants must be of Hawaiian ancestry and, if selected, are expected to make various appearances during their reigning year, from September 2017 to August 2018. King and queen applicants must be 35 years of age or older; prince and princess applicants must be 16 to 20 years old. Scholarships will be awarded to the chosen prince and princess to further their education after high school. In addition, court members also are being sought to fill attendant positions.

Interested applicants for the O'ahu Royal Court must complete an application form and provide both a headshot and full-length photo, as well as proof of Hawaiian ancestry.

2017 Aloha Festivals Floral Parade:

Participants are being sought for the 2017 Aloha Festivals Floral Parade, which takes place on Saturday, September 30 at 9 a.m. The parade starts at the Ewa end of Ala Moana Park and runs down Ala Moana Boulevard and Kalākaua Avenue, and ends at Kapi'olani Park. Marching bands, floral floats, decorated vehicles, specialty car or marching units, and *pā'ū* (long-skirted) and equestrian units are welcome.

Applications:

Hōkū Mālamalama, Royal Court and Parade applications must be received and/or postmarked by Friday, June 30 to the following – Aloha Festivals (Hōkū Mālamalama, Royal Court or Parade) Committee, 2250 Kalākaua Avenue, Suite 315, Honolulu, HI 96815; or emailed to 22hwnkane@gmail.com and parade.lady001@gmail.com

(more)

Applications can be found at www.alohafestivals.com (click "participate").

For more information about these opportunities, please contact Charles Kapua at 22hwnkane@gmail.com or Antoinette Lee at parade.lady001@gmail.com.

Aloha Festivals would like to acknowledge the following sponsors – Hawai'i Tourism Authority, City & County of Honolulu, Royal Hawaiian Center, Hawaiian Airlines, KFVE, Hawaiian 105 KINE, Christ Embassy Hawaii, Hyatt Regency Waikiki Beach Resort and the Hawai'i Convention Center.

About Aloha Festivals

Aloha Festivals was first held in 1946 as Aloha Week, and over the past seven decades has become a celebration of Hawaiian culture, integrating the traditions and cultures of the Islands through music, dance, cuisine and art. All festivities are coordinated by a volunteer board of directors. Aloha Festivals is funded by the Hawai'i Tourism Authority, corporate and private sponsorships, and sales of Aloha Festivals ribbons and merchandise.

More information about Aloha Festivals and its events can be found at www.alohafestivals.com, Facebook (facebook.com/AlohaFestivals), Twitter ([@AlohaFstvlS](https://twitter.com/AlohaFstvlS)), Instagram ([@alohafestivals](https://instagram.com/alohafestivals)) or by calling (808) 923-2030.

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