



NEWS RELEASE

FOR IMMEDIATE RELEASE

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TAKE A LOOK AT WHAT'S NEW AT THIS YEAR'S ALOHA FESTIVALS

***Pū Ha'aheo Contest at Pearlridge Center, Keiki Ho'olaule'a,
Royal Hawaiian Center La Keiki (Keiki Day) and Aloha Festivals Hula Workshop***

HONOLULU – Aloha Festivals celebrates the love for Hawai'i's children with “He Lei Aloha Ke Keiki – Children Are Our Garland of Love.” In celebration of our keiki, a few new events have been added to this year's Aloha Festivals.

Pū Ha'aheo – Keiki Conch Shell Blowing Contest, Pearlridge Center's Keiki Ho'olaule'a
Pearlridge Center Uptown and Downtown will host its annual Keiki Ho'olaule'a with a variety of activities, demonstrations and continuous stage performances by participating keiki groups and hula hālau. New this year is the keiki conch shell blowing contest, otherwise referred to as Pū Ha'aheo – Cherish the Conch Shell with Pride. Pū, the Hawaiian name for conch shell, is a makana (gift) from the ocean that comes out of the life-giving waters with a sound that flows across the 'āina (land). Details of the contest are noted below.

Pre-Contest Workshop: Saturday, Aug. 19 from 10:30 a.m. to noon and 1:30 to 3 p.m. at Pearlridge Center Downtown

Contest Date: Saturday, Sept. 16, 2017

Time: 10 a.m. to 2 p.m.

Location: Pearlridge Center, Downtown Center Court

Age Categories: 5-11 years old; 12-17 years old

Registration: Contestants must register online at bit.ly/pucontest

(more)

Entry Fee: All contestants must purchase and wear a 2017 Aloha Festivals Ribbon (\$7, available at the workshop)

Attire: 2017 Aloha Festivals Keiki Ho'olaule'a T-shirt (free shirt given at the workshop), dress shorts, 2017 Aloha Festivals ribbon, lei 'ā'i (neck)

Other: Contestants must provide their own pū (conch shell)

Judging: Contestants will be judged on presentation, technique, movement, style and overall appeal.

Prize: Keiki winners from each age category will receive the grand prize of a conch shell provided by Kia Enterprises. They also will participate in the Floral Parade and other special events.

Royal Hawaiian Center Lā Keiki (Kids' Day)

A new event at Royal Hawaiian Center this year will be Lā Keiki (Kids' Day) in The Royal Grove. Bring the keiki and take part in Zumba®, music, dance, and a magic show.

Date: Saturday, Sept. 23, 2017

Time: 10 a.m. to 3 p.m.

Location: Royal Hawaiian Center, The Royal Grove, 2201 Kalākaua Avenue

Cost: Free

Program:

- 10 a.m. – Kamehameha Middle School Hawaiian Chant
- 10:30 a.m. – Zumba® with E Ola Koa
- 11:30 a.m. – Kamehameha Elementary School Choir
- Noon – Kamehameha Middle School Hawaiian Ensemble
- 1:30 p.m. – Hawaiian music performance by Ke Kula Mele
- 2:30 p.m. – Magic Show

Standard parking rates apply. Event subject to cancellation or change. Visit RoyalHawaiianCenter.com or call (808) 922-2299 for updated information.

Aloha Festivals Hula Workshop

1. Hula Auana (modern hula) "Aloha Week Hula"

Take home a unique personal souvenir from Aloha Festivals: learn the "Aloha Week Hula," the Aloha Festivals theme song. Students will be taught the footwork and hand motions for this popular hapa-haole song and will have the opportunity to perform with the class at the Aloha Festivals Waikīkī Ho'olaule'a that evening. Includes Aloha Week Festivals Ribbon.

2. Hula Kahiko (ancient hula) “No Ke Ano Ahiahi”

This classic ancient hula is a seated dance, self-accompanied by chant and the single split bamboo implement, *pu'ili*. The chant tells the story of a fantasy voyage to America and is dedicated to Hawai'i's first elected king, William Lunalilo. You may keep the pu'ili as our gift. Both three-hour workshops will be held with one of Hawai'i's respected and beloved kumu hula (hula teacher), Nalani Keale.

Date: Saturday, Sept. 23, 2017

Schedule: 9 a.m. to 12 noon “Aloha Week Hula”

12 noon to 1 p.m. Break

1 p.m. to 4 p.m. “No Ke Ano Ahiahi”

Evening – Aloha Festivals Waikīkī Ho'olaule'a performance of “Aloha Week Hula”

Workshops Location: Embassy Suites, Waikiki Beach Walk

Registration: E-mail mihoko@waikikiimprovement.com

Cost per workshop: \$100 pre-register, \$125 at the door (Japanese translation will be available)

This year's Aloha Festivals takes place from Sept. 9 to 30 at various locations on O'ahu, sharing the history and traditions of Hawai'i and the unique spirit of aloha with both kama'āina (local residents) and malihini (visitors).

Schedule of Aloha Festivals events:

All events are free and open to the public. They are supported by the sale of Aloha Festivals ribbons and merchandise from participating retailers. Aloha Festivals merchandise will be sold at all events.

Saturday, Sept. 9

Aloha Festivals Royal Court Investiture and Opening Ceremony

Investiture – The Royal Hawaiian Hotel, Coconut Grove, 4 p.m.

Opening Ceremony – Royal Hawaiian Center, Royal Grove, 5 p.m.

The *Ali'i* – king, queen, prince and princess – take their places in the 2017 Aloha Festivals Royal Court. Court members receive the royal cloak, helmet, head feather lei and other symbols of their reign. Traditional chant and hula kahiko (ancient hula) highlight the event.

Saturday, Sept. 16

Keiki Ho'olaule'a, 10 a.m. to 3 p.m.

Pearlridge Center Uptown

Pearlridge Center will celebrate Aloha Festivals with a variety of activities, demonstrations and continuous stage performances by participating keiki (children's) musical groups and hula hālau (schools). New this year is Pū Ha'aheo – Keiki Conch Shell Blowing Contest. The 2017 Aloha Festivals Royal Court will make a special appearance. For more information, visit www.pearlridgeonline.com.

Saturday, Sept. 23

Waikīkī Ho'olaule'a, 7 p.m. to 10 p.m.

Kalākaua Avenue

The annual Waikīkī Ho'olaule'a is Hawai'i's largest, most festive block party. Thousands of people will take to the streets for food, fun and entertainment. Top Island entertainers will perform along with hula hālau while Hawaiian crafts and floral lei will be on display and available for purchase.

Saturday, Sept. 30

71st Annual Aloha Festivals Floral Parade, 9 a.m. to noon

Kalākaua Avenue from Ala Moana Park to Kapi'olani Park

A colorful equestrian procession of pā'ū (long-skirted) riders, exquisite floats with cascades of Hawaiian flowers, hula hālau, marching bands and dignitaries will enliven Kalākaua Avenue.

Aloha Festivals would like to acknowledge the following sponsors – Hawai'i Tourism Authority, City and County of Honolulu, Royal Hawaiian Center, Hawaiian Airlines, KFVE, Hawaiian 105 KINE, Christ Embassy Hawaii, Kyo-ya Hotels & Resorts and Outrigger Enterprises.

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) Instagram (@alohafestivals) or by calling (808) 923-2030.