



ALOHA FESTIVALS

FOR IMMEDIATE RELEASE

Monday, July 8, 2013

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WIN A FREE O'AHU VACATION WITH THE HAWAI'I MAGAZINE ALOHA FESTIVALS FLYAWAY SWEEPSTAKES

HONOLULU – HAWAI'I Magazine and Aloha Festivals today launched its "Aloha Festivals Flyaway Sweepstakes," offering the ultimate travel experience to celebrate Hawaiian culture at the 2013 Aloha Festivals Floral Parade in Honolulu.

Starting today, users can visit www.HawaiiMagazine.com to enter for a chance to win a complete O'ahu vacation, including:

- Complimentary [Hawaiian Airlines](#) roundtrip airfare for the winner and one guest between O'ahu and one of Hawaiian Airlines' 11 North America gateway cities
- Five-day, four-night complimentary stay for two at the [Hawai'i Prince Hotel Waikīkī](#)
- Gifts from the [Aloha Festivals](#), including two Aloha Festivals T-shirts and power bands and VIP seating at the 67th Annual Aloha Festivals Floral Parade
- Dinner for two at the [Royal Hawaiian Center](#) in Waikīkī
- Passes for the Pearl Harbor and Honolulu City Highlights Tour and the South Shore Sea Cliffs Adventure Tours courtesy of [Polynesian Adventure Tours/Gray Line Hawai'i](#)

No purchase is necessary to enter or win. All entries must be received by midnight (Hawai'i Standard Time) on Sunday, July 28. HAWAI'I Magazine will select one winner at random on Monday, July 29 and the winner will be given 24 hours to reply to an email notification before the flyaway is awarded to another randomly selected recipient of the flyaway sweepstakes. For more details about the sweepstakes, visit www.HawaiiMagazine.com.

Now in its 67th year as one of Hawai'i's most highly regarded and oldest cultural celebrations, the 2013 Aloha Festivals takes place from September 12 to 28 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). This year's theme, "*Moana Nui Ākea – Celebrate Ocean Voyaging*" pays tribute to traditional Hawaiian ocean voyaging.

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For a complete list of contest rules, visit www.HawaiiMagazine.com. Users can learn more about this year's Aloha Festivals at www.alohafestivals.com.

About Aloha Festivals

Aloha Festivals was first held in 1946 as Aloha Week, and over the past six and a half 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 power bands, ribbons and T-shirts.

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 808-483-0730. For an inside look at the Aloha Festivals, view the "Traditions of Aloha" video at vimeo.com/AlohaFestivals.

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