



ALOHA FESTIVALS

FOR IMMEDIATE RELEASE

Wednesday, June 5, 2013

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ALOHA FESTIVALS RELEASES “TRADITIONS OF ALOHA” SHORT FILM

HONOLULU – Aloha Festivals has released “Traditions of Aloha,” a short film that showcases the mission and history of one of Hawai‘i’s oldest and largest cultural celebrations. The film, produced and directed by ‘Ōiwi TV and Communications Pacific, was shot during last year’s Aloha Festivals. The film features a detailed look at the history of Aloha Festivals, interviews with past and present participants and snapshots of each annual Aloha Festivals event.

“For nearly 70 years, Aloha Festivals has embraced the spirit of aloha, bringing both local residents and visitors together to celebrate the diverse customs and traditions of Hawai‘i,” said Helene “Sam” Shenkus, co-chair of the Aloha Festivals board of directors. “The ‘Traditions of Aloha’ film allows us to share the aloha spirit with people who may have never experienced the Aloha Festivals firsthand, are curious about who we are and what we do or simply want to remember or relive the festivals’ grandeur.”

“Traditions of Aloha” can be viewed on the [Aloha Festivals’ Vimeo channel](#) in both a [full](#) and [abridged](#) version. Aloha Festivals also has raw footage and b-roll available upon request from events including the Aloha Festivals Royal Court Investiture, Aloha Festivals Opening Ceremony, Waikiki *Ho’olaule’a* (block party), and Aloha Festivals Floral Parade. Businesses and production companies who are interested in using the video for entertainment purposes (such as in-room or in-flight entertainment), television show segments, online use and more can contact Nicole Fuentes at 808-543-3551 or nfortes@commpac.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 ribbons and merchandise.

More information about Aloha Festivals and its events can be found at www.alohafestivals.com, Facebook ([facebook.com/AlohaFestivals](https://www.facebook.com/AlohaFestivals)), Twitter ([@AlohaFstvl](https://twitter.com/AlohaFstvl)), or by calling (808) 483-0730.

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