



## ALOHA FESTIVALS

### **FOR IMMEDIATE RELEASE**

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## **65<sup>TH</sup> ANNUAL ALOHA FESTIVALS FLORAL PARADE TO BE LIVESTREAMED ON CHANNEL808.TV**

*For the first time in its history, one of Hawai'i's oldest cultural celebrations will be streamed live online*

HONOLULU – This year, family and friends worldwide will get the opportunity to attend the 65<sup>th</sup> annual Aloha Festivals Floral Parade – by viewing it via a livestream webcast.

Coverage of the parade will begin at 9:00 a.m. HST on Saturday, September 24, on world-famous Kalakaua Avenue, and will be webcast live by Channel808. It will be available free to anyone with Internet access. Channel808 crews will be taking live footage from the reviewing station at the Hawaii Prince Hotel and will also have a roaming camera throughout the event.

“This service will allow our extended ‘ohana across the globe to enjoy one of the Aloha Festivals’ largest events,” said Paul Tomonari, co-chair of the Aloha Festivals board of directors. “We hope that many people will join us in celebrating Hawaii’s many traditions both online and offline.”

“We are so excited to bring the new technology of livestreaming to one of Hawaii’s longest-running cultural celebrations,” said Russ Sumida, executive producer at Channel808. “It’s an honor and a privilege to partner with Aloha Festivals in its landmark 65<sup>th</sup> year.”

To view the livestream, users simply need to visit [www.channel808.tv/alohafestivals](http://www.channel808.tv/alohafestivals) at any time during the parade (9:00-11:00 a.m.).

### **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](http://www.alohafestivals.com), Facebook ([facebook.com/AlohaFestivals](https://www.facebook.com/AlohaFestivals)), Twitter ([@AlohaFstvlS](https://twitter.com/AlohaFstvlS)), or by calling 808-483-0730.

(more)

**About Channel808**

Channel808, founded in early 2011, provides online original local programming in both livestreamed and pre-recorded video formats. It seeks to share the culture and people of Hawaii with those across the world using the power of online video and social media. To learn more about Channel808, visit [www.channel808.tv](http://www.channel808.tv), Facebook (facebook.com/channel808), or Twitter (@channel808).

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