



ALOHA FESTIVALS

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ALOHA FESTIVALS 2011 “MELE ‘AILANA – CELEBRATE ISLAND MUSIC”

HONOLULU – In 2011, Aloha Festivals enters its 65th year as one of Hawaii’s most highly regarded cultural celebrations. Aloha Festivals is a month-long event that shares the history and traditions of Hawaii and the unique spirit of Aloha with both kama‘āina (local residents) and malihini (visitors). The theme for this year’s celebration is “Mele ‘Ailana – Celebrate Island Music,” taking place on O‘ahu throughout September.

“Island music is core to our culture, our people and our Aloha spirit,” said Paul Tomonari, co-chair of the Aloha Festivals board of directors. “We are excited to celebrate mele ‘ailana as our theme this year.”

For generations, Hawaii’s rich culture, scenery and heritage have inspired mele – chants and song – and lifted the spirits of Island people and visitors. Whether in ‘ōlelo Hawaii (Hawaiian language) or English, Island music is an artful expression of Hawaii’s unique way of life enjoyed by people around the world.

Each Aloha Festivals event will celebrate Island music in a variety of genres and forms. Please join us as we captivate you with “Mele ‘Ailana – Celebrate Island Music.”

Following is the schedule of Aloha Festivals events:

All events are free and open to the public. The events are supported by Aloha Festivals ribbons sales, so please support Aloha Festivals by purchasing a ribbon at participating retailers.

Thursday, September 1

Aloha Festivals 2011 Royal Court Investiture, 3:00 p.m., Hilton Hawaiian Village – The Ali‘i – king, queen, prince and princess – take their place in the royal court. Court members will receive the royal cloak, helmet, head feather lei and other symbols of their reign. Traditional chant and hula kāhiko will highlight the event.

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Aloha Festivals Opening Ceremony, 5:30 p.m., Royal Hawaiian Center, Royal Grove – Traditional chant and hula mark the official beginning of the Aloha Festivals events. The Aloha Festivals Royal Court will be introduced on the grounds of Royal Hawaiian Center’s Royal Grove.

Saturday, September 10

8th Annual Keiki Ho‘olaule‘a, 10:00 a.m. – 3:00 p.m., Pearlridge Center Uptown & Downtown (co-related event) – Pearlridge will once again celebrate Aloha Festivals with a wide variety of activities, demonstrations and continuous stage performances by participating keiki musical groups and hula hālau. Those wearing the Aloha Festivals ribbon may participate in the activities and ride the monorail FREE, as well as receive discounts from participating merchants throughout the day. Aloha Festivals ribbons and T-shirts will be available for purchase. The 2011 Aloha Festivals Royal Court will make a special appearance. For more information, visit www.pearlridgeonline.com.

Saturday, September 17

59th Annual Aloha Festivals Waikīkī Ho‘olaule‘a, 7:00 p.m., Kalākaua Avenue between Lewers Street & Kapahulu Avenue – The Annual Waikīkī Ho‘olaule‘a is Hawai‘i’s largest block party. Thousands of people will take to the streets along Kalākaua Avenue for food, fun and entertainment. Top Island entertainers will perform along with hula hālau, Hawaiian crafts and flower lei.

Saturday, September 24

65th Annual Aloha Festivals Floral Parade, 9:00 a.m., Kalākaua Avenue from Ala Moana Park to Kapi‘olani Park – A colorful equestrian procession of pā‘ū riders, exquisite floats with cascades of Hawaiian flowers, hula hālau and marching bands will brighten Kalākaua Avenue. The parade will be livestreamed at channel808.com and will be rebroadcast several times on ‘Ōlelo (community television).

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 board of volunteers. 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 or by calling 808-483-0730.

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